

COFFEE AND TEA **INDUSTRIES** **AND THE FLAVOR FIELD**

MAY
1961

FORMERLY THE SPICE MILL • 83RD. YEAR



SPECIAL REPORT

**"WHAT'S IN
THE FUTURE
FOR VENDED
TEA?"**

SEE PAGE NINE

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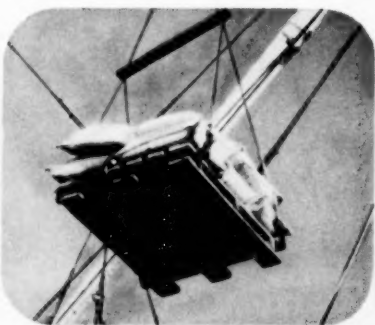
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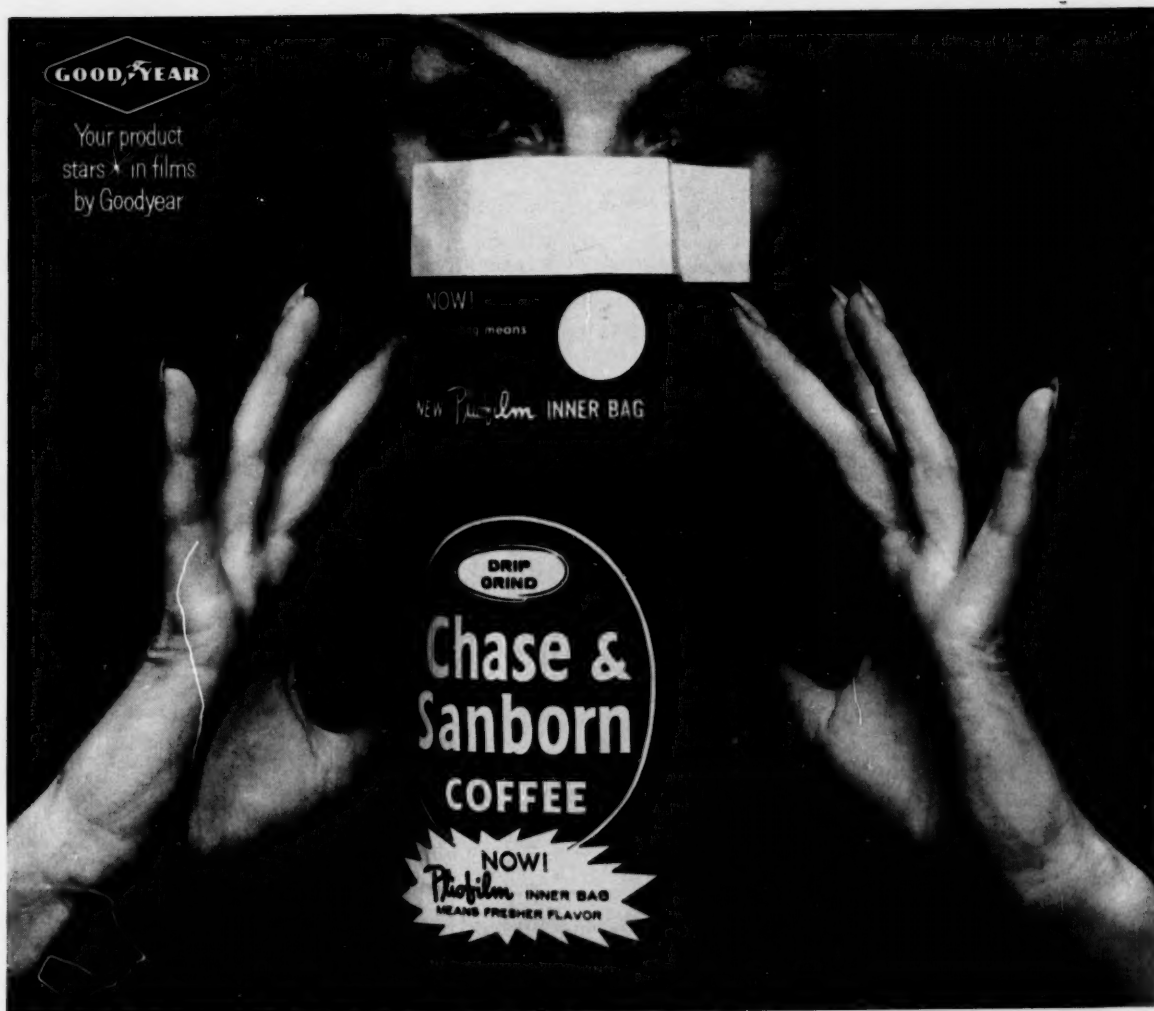


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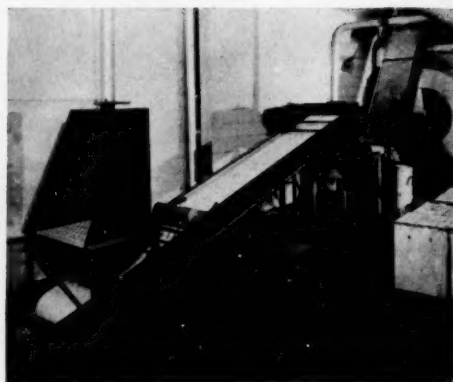
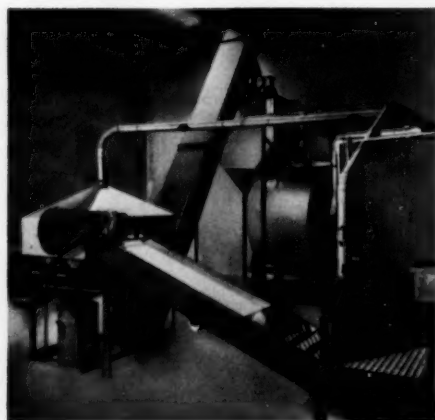
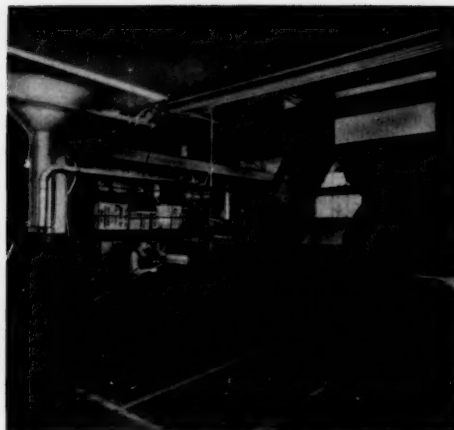
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COFFEE AND TEA INDUSTRIES

AND THE FLAVOR FIELD

"THE PIONEER PUBLICATION IN THE COFFEE, TEA AND SPICE FIELD"

MAY, 1961

MEMBER OF
NCA

MEMBER OF
TEA ASSOCIATION
OF THE U. S.

VOL. 84, NO. 5

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MAY, 1961

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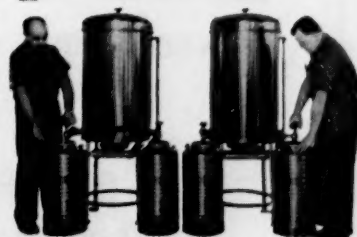
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"the neglected art of speaking up" . . .

In a recently issued report of the Tea Council of the U.S.A., Inc., covering the year 1960, we find that total imports of tea into the United States last year reached a 48-year high of more than 116-million pounds. Breaking this down into even more revealing figures we reach the heartening conclusion that this record total provided more than 31,000,000,000 servings of tea for the American consumer. This is a great deal of tea by any means of equation. However, it is past history now, even if it is fairly recent. The one reason for recounting the fact is that it is indicative of a greater usage of tea in this country than has ever been the case before.

But to return to the thesis which we are prompted to enlarge upon. While it is nice to be congratulating ours. 'ves about improved sales, and imports, generally, let's not become too complacent. There is still a great deal to be done in cultivating and maintaining the ever widening sales circle for tea.

That's why we were so interested in the report by the Tea Council on the potential for vended tea which appears in this issue of COFFEE AND TEA INDUSTRIES. Readers will find this provocative report contained in its entirety on page 9.

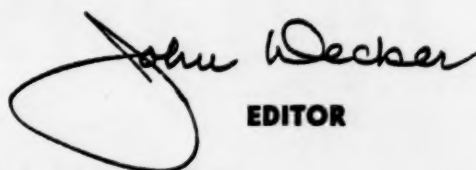
The study, which was prepared by Mort Adams, the Tea Council's director of merchandising, is the capable result of extensive field work which "picked the brains" of authorities in the field of vending . . . from manufacturers of the basic equipment, to operators of vending routes. What emerges from the study is a portrait of the enormous potential which exists in the vending field for tea. A potential, in which we are today seeing the beginnings of technological developments which have only "skimmed the surface." The market for vended tea is being primed today, tomorrow with the industry's backing it may well have moved ahead to new and impressive sales totals.

Here's the figure the Tea Council feels may accrue for vended tea. *"Based on present tea consumption, and on current beverage vending volume, tea should be responsible for hot tea sales of about \$18-million and of annual iced tea sales of more than \$35-million through venders."* The estimate is based on a selling price of ten cents per serving.

But, there are important considerations to these sales which members of the trade are called on to observe. It is apparent from the comments of respondents to the study who had explored vended tea's possibilities on their own that there had been little help from tea suppliers in exploring this new sales area. All pointed up their present relations with coffee suppliers as the manner in which the tea industry should accustom itself to be assured of success in vending.

The National Automatic Merchandising Association's president, William Fishman, puts the matter quite eloquently. "What's needed", stated Fishman, "is market promotion on the part of the tea trade, the use of advertising which will inculcate in the consumer the idea of buying tea from vending machines. Secondly, the development of point-of-purchase answers which would negate tea's poor identification with vending machines. And lastly, a concerted effort on the part of tea people to approach the vending machine operator with a sales story which adds up to money in his pocket through vended tea."

Here, we think, is the nub of the matter. The tea industry must face up to the "neglected art of speaking up." The vending market awaits tea! To gain the sales which will accrue to vended tea it is up to the industry to make itself heard with more vehemence.


EDITOR

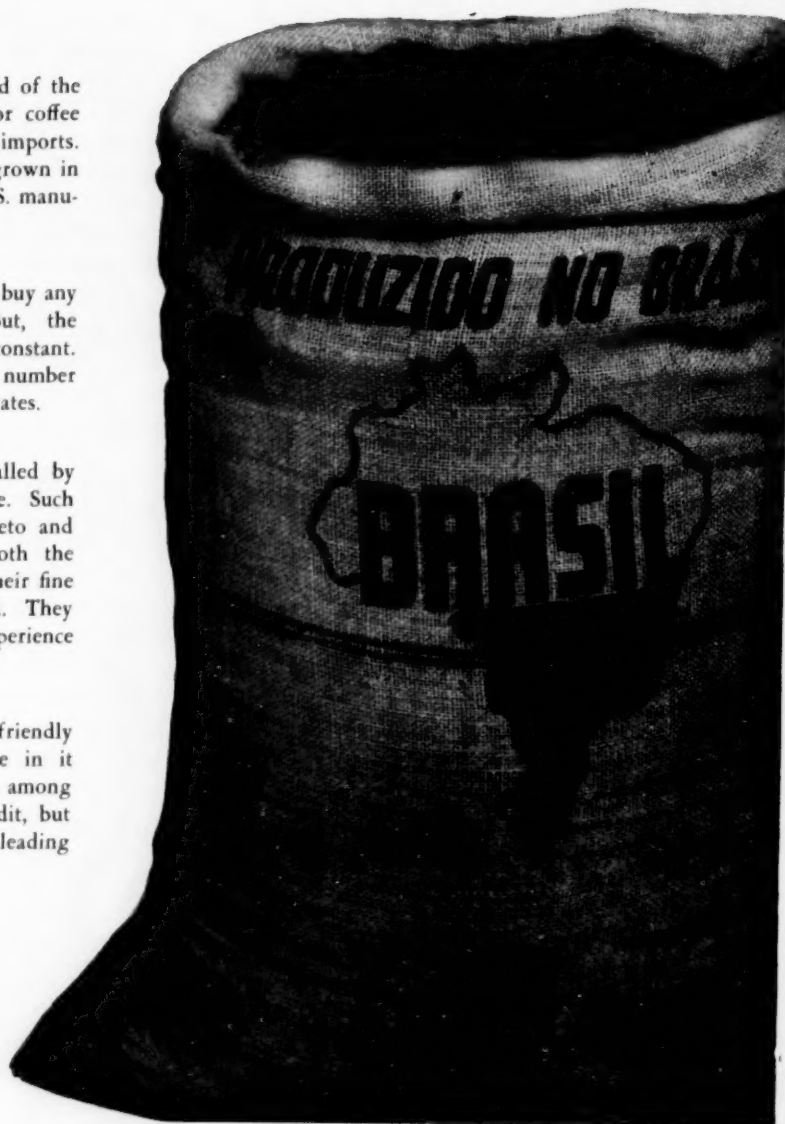
BRAZILIAN COFFEE — U. S. NO. 1 FOOD IMPORT

YEAR AFTER YEAR, the demand of the people of the United States for coffee has made it the largest of all food imports. The major portion of this coffee is grown in Brazil. Brazil, in turn purchases U. S. manufactured and processed products.

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COFFEE & TEA INDUSTRIES and The Flavor Field



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MAY, 1961

7



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COFFEE and TEA INDUSTRIES

and The Flavor Field

VOL. 84, NO. 5

MAY, 1961

☛ The following study by the Tea Council of the U.S. charts the future course for vended tea which is currently estimated at below \$2-million.

☛ Should it be greater? The Council feels that the answer is yes, and estimates that vended tea, both hot and iced, could range upward to \$53-million annually.



what's in the future for vended tea

Although the history of automatic merchandising in the U. S. goes back to around 1880, the period of its greatest growth has been the past 14 years.

In 1946, total U. S. vending volume was about \$500 million. Nearly all the sales were in confections, soft drinks and cigarettes.

By 1950, volume was up to about \$1 billion, sold through 2.4 million machines. The 3 categories of confections, soft drinks and cigarettes accounted for approximately 95 percent or \$950 million, of which cup-served and bottled soft drinks produced about \$235 million through 430,000 machines; hot coffee sales, from a "zero" beginning in 1946, were less than \$2 million in 1950 through about 2,000 machines.

For 1960, estimated vending sales are near \$2.5 billion, with more than 3.8 million machines in operation. Within these total sales, cup-served cold drinks alone account for \$167 million (113,000 machines) with bottled soft drinks adding \$512 million (985,000 machines). Hot beverages account for \$176 million (102,000 machines); nearly all of this is coffee, but included are hot chocolate and cup-served bouillon-type hot soup. Hot and cold beverages represent 34 percent of all vending sales in 1960. Dominant among hot beverages, coffee requires machines with 3 types of mechanisms. Forty-five percent of the vended coffee is instant, about 35 percent is fresh-brewed in batches or by the cup, and about 20 percent is made from liquid concentrates.

It is estimated that 85 percent of the hot beverage machines are operating in factories, offices and other captive customer or non-transient locations, with transient type locations accounting for only 15 percent. Estimates for cold

beverage cup-vending machines indicate about 75 percent captive and 25 percent transient locations.

It has been roughly approximated that the total vended dollar sales of **Hot Tea** are probably under \$2 million annually. It appears that **Iced Tea** has had only scattered inconclusive test attempts to fathom its potential. Based on present U. S. out-of-home Tea consumption and on current beverage vending volume, Tea should be entitled to vended Hot Tea sales of about \$18 million and more than \$35 million of vended Iced Tea sales per year. These estimates assume a selling price of 10¢ per serving, the price at which most hot and cold beverages are now vended.

During the past 10 years, vended meals have grown from zero to about \$200 million annually—as much as 8 percent of current total vending volume. The hot and cold beverage sales which are part of this "automatic cafeteria" volume are included in the over-all hot and cold beverage totals. Still in its early growth stages, the "automatic cafeteria" is currently estimated to be supplying at least one meal daily to nearly 2 million people. Installed mostly in industrial plants, large offices, schools, hospitals and other institutional type locations, these vendors of ready-to-eat foods have already grown from the early soup-sandwich-beverage offerings to a present full-meal list including soups, hot and cold platters, stews, hash, chili, salads, desserts and beverages. In almost every instance vending operators own, install and service these machines as well as supply all the items being vended.

The 3 chief sales-producing categories of 1950 (confections, soft drinks, cigarettes) still are responsible for most of vending's current sales. But the tremendous growth

(Continued on page 12)

Tea Council's new song for
(and that includes

"Get out the pitcher



You oughta drink Iced Tea

Low calorie...it's so

Iced Tea...refreshing Iced

Get out the pitcher and

Iced Tea is not only the coolest, most refreshing summertime drink around, it's also the best friend a calorie counter ever had. (Even with a heaping spoonful of sugar, less than 20 calories in a tall, cool glass!) So the Tea Council has put this powerful selling idea to music and aimed it squarely at the nine out of ten Americans who want to enjoy hot weather refreshment, yet don't want to sacrifice their waistlines to get it.

We'll be singing our new song all summer long—over radios in 29 major markets—from Boston to Los Angeles. All in all, it looks like a hot summer for Iced Tea.

Tea Council

COFFEE & TEA INDUSTRIES and The Flavor Field

weight watchers

just about everybody)

and ice up the tea"

'cause it treats you right

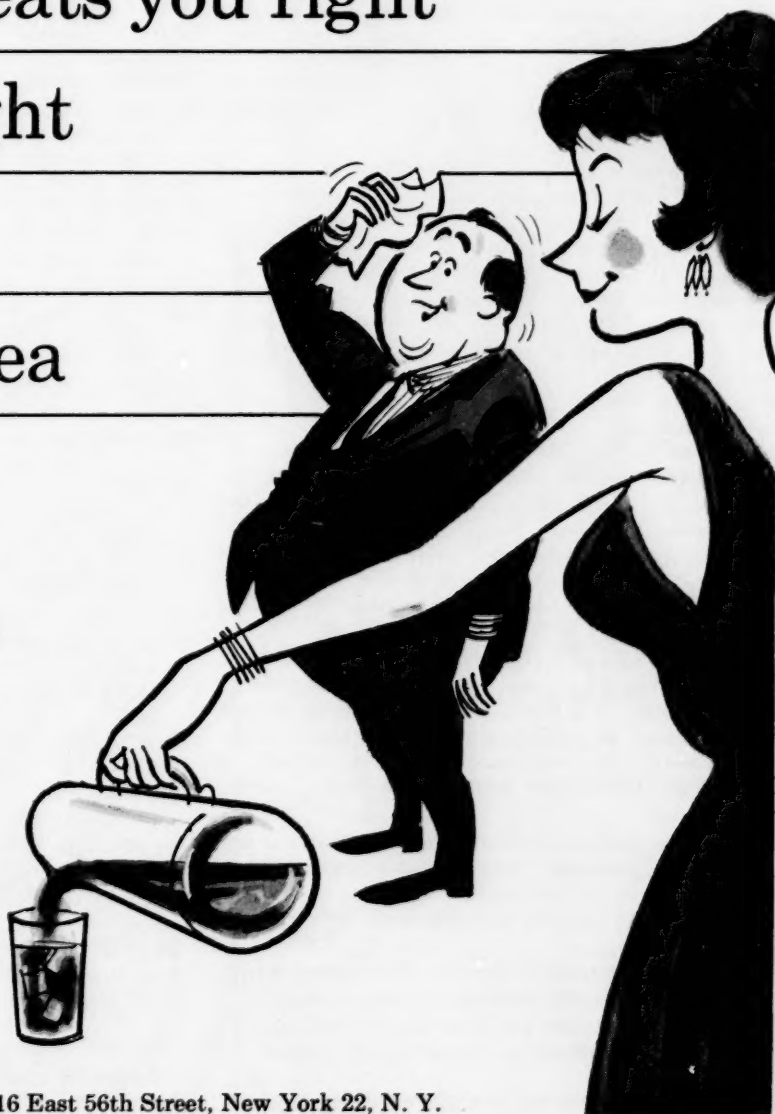
cool and light

Tea

ice up the tea

*No, we haven't
forgotten Instant Tea!*

The new Instant Teas, and the way they make it easier than ever to enjoy good Iced Tea, will come in for their share of attention in the new campaign. Either way, instant or brewed, we're going to encourage more people to "Get out the pitcher and ice up the tea!"



OF THE U.S.A., Inc., 16 East 56th Street, New York 22, N. Y.

MAY, 1961

"what's in the future for vended tea?"

(Continued from page 31)

of other items is indicated by the following current rank order, by dollar volume, of commodity groups:

1. Cigarettes and cigars
2. Soft drinks—bottle
3. Confections (candy, gum, nuts)
4. Hot beverages
5. Soft drinks—cup
6. Milk (cup and packaged, "on premise" consumption)
7. Foods and pastry
8. Cookies, crackers, biscuits
9. Postage stamps
10. Ice cream
11. Fruit juices
12. Weighing machines

Additionally, vending machines today sell ice, frozen foods, cosmetics, popcorn, fruit, small dry-goods items, books, insurance, laundry service, cleansing tissues, razors and blades, pens and pencils, parcel checking, towels, soap, novelties and many other goods and services. And it is important to note that the vending industry activities and statistics reviewed here specifically exclude coin-operated "amusement" devices.

There are about 120 vending machine manufacturers in the U. S., most of whom are relatively small concerns. Among nearly 6,500 vending machine operating companies, however, only 11 percent have more than 10 employees; among the remaining 89 percent, more than 1/4 are one-man businesses. Nevertheless, there is a current trend of mergers plus accelerated growth among already large operating companies: the 7 largest are ABC Vending, Automatic Canteen, Automatic Retailers, Continental Vending's operating division, Interstate Vending, Macke and United Servomation; these top 7 companies account for about 12 percent of total vended dollar volume.

FITTING TEA INTO THE VENDING PICTURE:

Over the past seven weeks considerable information has been gleaned from meetings with vending operators, machine manufacturers and others. Much of this information has considerable bearing on the planning and activities to be undertaken for building a successful Tea vending picture.

The large operators who are doing a constantly increasing share of total vending business are progressive businessmen always searching for new ways to build dollar volume, especially in already-established locations. Operators of this kind have stated they would gladly invest time and facilities in helping to find ways to develop profitable Tea vending volume.

Among the machine manufacturers there are several who are similarly interested. Among highly regarded trade magazine people in the vending field there is the same strong expression in favor of developing a strong position for Tea.

It is important to note that these attitudes are frankly and openly called selfish by those who express them. They expect that Tea's success in the vending field will produce good profits and desirable expansion for operators and manufacturers.

All informants agree that insisting on special, newly de-

signed machines for vending Hot or Iced Tea would impede progress very considerably. They are adamant that to the greatest possible extent Tea concentrates and procedures should be developed to fit the most prevalent types of existing hot and cold beverage machines.

All of them point to their present relations with coffee suppliers as the example the tea industry should follow for success in vending. They cite the way the coffee industry works constantly with the vending industry, not only on specific problems which arise and on constant improvement of product and machines, but even in initiating desirable changes.

Some have tried or are trying to explore Tea vending possibilities on their own, without help from Tea suppliers.

Without exception they feel, based on experience, that specific developmental work must be done with the Tea itself before even thinking of starting a broad-scale push into Tea vending. This is based on two points: one, the generally poor results with incidental and casual market testing some have tried, using one and another of the powdered and liquid Tea concentrates now available; *two, the fact that the ground and instant coffees now in general use for vending had to be and were specially developed for the problems peculiar to vending conditions.*

All informants point out that the Tea concentrates—powdered and liquid—must be acceptable to consumers, and quality improvement must be constantly pursued. But they urge that possible Tea perfectionists assume a "sensible commercial attitude," not insisting on waiting for perfect products before entering the vending field. They cite the instant coffee example, pointing out that comparative cup quality of instant coffee was quite poor in the early growth years of coffee vending, but consumers were perfectly willing to buy tremendously increasing quantities while the coffee and vending industries were working on improvements.

ICED TEA: Overwhelmingly it is the consensus among all those consulted that Iced Tea could succeed more quickly and easily than Hot Tea. This is based on the legitimate assumption that Iced Tea has an immediate and ready appeal for a broad group of consumers.

As important in their minds is the fact that the present availability of ice components in cold drink vendors, delivered crushed, cracked or cube ice into the cup, should be of tremendous help in building Iced Tea sales. Supporting this viewpoint are the operators' reports of 10 percent to 25 percent sales increases when cold beverage machines have been changed to include ice components.

Having to depend at least initially on present cold beverage machines, the consensus is that Iced Tea must be made in the machine by combining cold water with liquid Tea concentrate or "syrup." This is dictated by the fact that all present cold beverage cup-vending machines either use syrups or dispense directly from large tanks or pre-mixed single-strength beverage. Present pre-mix vendors are an outgrowth of certain special circumstances peculiar to the softdrink industry, and would probably prove cumbersome to operators trying to use them for Iced Tea. The liquid concentrate concept of the "post-mix" machines offers many servicing advantages to the operator, which in turn would mean more favorable attitude and action for Iced Tea.

One major operator suggests it would be easy to install a dry-powder canister in present "syrup" cold drink machines, to deliver Iced Tea made from a dry-powdered con-

centrate. Such a powder would have to be immediately and fully soluble even in chilled water and must contain whatever additional sugar and/or lemon flavoring consumer preferences would indicate.

Some operators have tested Iced Tea possibilities in a few scattered places, but the reported experiences have not been favorable. In some instances the Iced Tea was made from a liquid Iced Tea concentrate which was judged by some to be of unsatisfactory flavor and found by others to produce a serious spoilage problem under vending conditions. In other cases operators have tried to create their own "syrup" from Instant Tea and plain water: some were hampered by spoilage; some found no way to add the flavorings (sugar, lemon) they felt their "test customers" wanted; some added sugar to the "syrup" for flavoring purposes and found that it apparently crystallized in use and clogged critical valves.

Regarding cost, one operator suggests that for Iced Tea to be competitive with soft drinks the "syrup" cost per drink should be under 1½¢, including whatever sugar and lemon flavoring it may contain.

These usual flavor additives for Iced Tea may well present an additional problem in that the current widely used cold beverage vendors do not offer the consumed any means for adding or omitting flavorings when he makes his beverage choice. Therefore the Iced Tea syrup would probably have to be "fixed" in its formulation, offering the consumer no "with or without" option on sugar and/or lemon.

Another possible problem area may rest in the fact that a very popular new type post-mix cold beverage machine offers 4 carbonated and 2 non-carbonated drinks, with most of the sales in carbonated beverages. *These machines have ice components built in.* In such machines Iced Tea syrup would displace a regular syrup for a non-carbonated soft drink. Because that displaced syrup would customarily produce a carbonated as well as a non-carbonated drink, inclusion of Iced Tea syrup would mean that such machines could then offer only 5 beverages from 4 syrups including Iced Tea, instead of the usual 6 beverages from 4 syrups without Iced Tea.

This problem area for iced tea may be compounded by the fact that most if not all other widely used cold drink machines are designed and built to deliver only carbonated beverages. The manufacturers of these machines are now offering many of them with built-in ice components. Additionally, many operators are equipping existing machines already on location with ice components now available in "kit" form.

HOT TEA: Consensus among vending industry people consulted is strongly optimistic regarding the vending potential for Hot Tea. Among the reasons for this, one was underscored: they are surprised and pleased with the present sales volume on clear hot soup in coffee machines. They believe this is due to the consumers frequent desire for some kind of change from constant coffee drinking. Relatively popular hot chocolate, also available in most coffee vendors, is too rich for repeated drinking, so the soup is bought as the other alternative. These informants are confident that good Hot Tea might well take much of this present soup business.

The current pattern of hot beverage vending clearly indicates that Hot Tea must have both dry powdered concentrate (Instant Tea) and liquid Tea concentrate available, to achieve its potential in this field.

(Continued on page 14)

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"what's in the future for vended tea"

(Continued from page 13)

As noted, nearly half of present hot coffee vending starts with instant coffee. These instant coffee machines nearly always use dry powdered ingredients for sweetening and "creaming" the coffee, and for soup and hot chocolate when the latter are offered. Although all instant coffee machines offer a sugar-and/or-cream choice, machine design in most of them restricts that availability of choice to coffee. Nevertheless, at least one major manufacturer is now offering an all-dry ingredient machine which makes the sugar-and/or-cream option available to 2 hot beverages.

Liquid concentrates produce about 1/3 of present vended coffee sales, in machines generally offering the additional items of soup and hot chocolate made from liquid concentrates or syrups. As with the dry ingredient machines, most liquid concentrate hot beverage vendors are mechanically unable to deliver sugar or cream for any item except coffee.

With about 1/3 of present vended coffee made on a fresh-brew basis, even these machines are usually designed to dispense 1 or 2 additional hot beverages made from powdered and/or liquid concentrates. One major operator reports that in one type machine the second beverage he offers is instant coffee which enjoys surprisingly good sales competing with fresh-brew coffee in the same machine. Some but not all of this type duplicate for instant coffee the same sugar-cream choices available for the fresh-brew in the same machine.

The extent to which consumers may insist on lemon flavoring in their Hot Tea may pose another problem. No

known hot beverage vendors now in use can offer for 1 of its beverages the 6 choices Hot Tea might need if lemon were added to the standard sugar and cream (milk) choices.

The fresh-brew coffee machines now in the market are assumed to be easily adaptable to fresh-brewed Hot Tea. In fact, one operator-manufacturer offers such a fresh-brew Hot Tea machine now. But all such machines are quite expensive and *unless Hot Tea can prove itself to be a large volume item with operators, the consensus would indicate clearly that broad-scale Hot Tea vending should be approached from the standpoint of dry powdered and liquid concentrates, rather than fresh-brewed Tea.*

Thomas J. Lipton, Inc. acquires assets of Good Humor Corporation

Thomas J. Lipton, Inc., and the Good Humour Corporation last month announced that they had signed agreements for the cash purchase by Lipton of the corporation, and its subsidiaries. Lipton thus gains all of the assets and world wide rights of the ice-cream concern.

W. Gardner Barker, Lipton's president, in announcing the purchase indicated that the newly acquired company will be operated as a special division, continuing its present personnel, policies, and operations. The acquisition is described by Lipton as a major step forward in the company's expanding operations.

Manufacturing facilities of Good Humour are located in New York, Chicago, Detroit and Philadelphia, with major distribution centers in these cities, plus Washington, Philadelphia, Cleveland, and Miami.

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MEMBER: TEA ASSOCIATION OF THE U. S. A.

Carton sealing is a key factor in packaging operations of coffee and tea processors. Here are . . .

"the answers to adhesive problems"

Tea bag cartons have been running successfully through a sealing operation for two to three months when suddenly, without warning, units begin to arrive at the end of the line with unacceptable seals. Or, one or two hours after leaving the packaging operation, seals that appeared effective at the packaging line are now practically non-existent. A problem may also suddenly arise with coffee jar labels. Because situations such as these are not uncommon, the coffee and tea packager should be able to determine the cause of the defect quickly and provide either a cure or a stop-gap measure to keep his packaging line running.

The effectiveness of a seal is generally dependent upon the inter-relationship of three basic factors: (1) the specific adhesive used; (2) the method of application, and (3) the characteristics of the adherend, particularly of its surface. External conditions such as the temperature and humidity during the packaging operation and the storage conditions to which both the packaging material and adhesive have been subjected also exert an influence on seal effectiveness. A statistical study recently made by the Morningstar-Paisley Scientific Adhesive Service Department showed that of ten sealing problems, three are usually caused by mishandling of the adhesive, five by variations in the absorbency of the paper, or board, or other packaging material, and two by improper adjustments of the packaging machinery. Adhesive mishandling includes temperature variations in the glue pot and poor storage or working conditions that may cause contamination of the adhesive.

Influence of Adhesive Storage

Adhesive storage conditions will influence the type of bond produced on the packaging line. One extremely important factor, often disregarded by packagers, is the perishability of liquid adhesives. The packager should control his inventory so that no adhesive remains more than 90 days in storage. An effective method for handling inventories is the "first-in first-out" storage technique.

Adhesive working life can be increased by storing in a location with a temperature close to the normal operating temperature in the packing area. When storage temperatures differ more than 10°F. from the general packaging area, the adhesive should be transferred to a room where the temperature is close to the packaging area several days before it is used in the packaging line.

If the individual adhesive containers are not inspected under a specific control system at delivery, they should be visually inspected—color, apparent viscosity, evidence of contamination—before going to the glueing room. A control system for adhesives coming into the packager's plant will be discussed later in this article.

How Handling and Use Affects Adhesive Performance

One of the greatest sources of sealing difficulties lies in the use of concentrated adhesives instead of the ready-to-use liquid type. When an adhesive requires dilution before use, a number of opportunities for error crop up: (1) excessive water, (2) inadequate water, or (3) contamination with other adhesives or materials from the mixing equipment or mixing containers.

Ready-to-use liquid adhesives together with the use of clearly marked auxiliary containers will make it practically mandatory to employ the same pails or pitchers for a particular adhesive. Many low-cost polyethylene buckets and containers, easy to clean and inert to most adhesives, have been found very satisfactory.

Another important consideration in the handling of adhesives is the condition of the glue pot. Top-notch performance demands that the glue pot, transfer rolls, and transfer plate be maintained in clean and smooth condition. At the end of each day, glue pots and accessory equipment should be thoroughly cleaned and inspected for worn or defective parts because optimum setting speed of the adhesive will depend upon the ability of the glue pot equipment to meter a smooth, continuous thin film. The application of excessive adhesive will result in increased costs because of adhesive waste and reduction of machine speed.

A number of compounds are available for coating glue pots before they are filled with adhesive. The coating allows easy removal of dried glue films at clean-up time. Some of these are permanent treatments, some are temporary. Examples include silicones, Teflon, and neutral petroleum jellies.

A covered glue pot will limit adhesive contamination to a minimum. In folding box glueing operations, for example, the adhesive in the glue pot is subjected to large amounts of paper dust. If this contamination is not minimized by a cover on the glue pot, the subsequent increase in viscosity will effectively cut down glue film. A recently developed resin adhesive especially designed for this type of application reduces the build-up of viscosity and greatly increases the working-life of the adhesive.

When adhesives must be kept in the machine overnight, the rolls and glue pot should be covered with clean, wet cloths to prevent skinning, crusting, or bodying-up. All dilution operations should be performed in an outside container, rather than in the glue pot where proper mixing is difficult. If it is absolutely necessary to dilute an adhesive within the glue pot, use of a thinned adhesive mixture will prove superior to a raw solvent or water.

Purchasing Adhesives Through Specification

A definite advantage exists in purchasing adhesives by definite specification. A responsible supplier can thus control the physical properties of the adhesive to meet extremely narrow limits of exacting specifications.

Since the sealing process is usually the last finishing operation, the adhesive is often erroneously blamed when a poor seal is encountered. To get at the specific cause of the defect, the packager should also consider a number of other variables, including paper and board stock, temperature variation, contamination of adhesive, improper setting of the glue pot, and inadequate pressure or compression time. These variables are cumulative; when their sum becomes too great, a given adhesive may not be able to provide the necessary bonds or seals.

The coffee or tea packager may find it helpful to delegate a person or group to work together with the ad-

(Continued on following page)

"the answers to adhesive problems"

(Continued from page 15)

hesive supplier. This "user-supplier" combination can then set up tests that will indicate compliance with specifications. For maximum effectiveness, the packager's employee or committee should have the authority and responsibility for the selection handling, and storage of adhesives. This committee should have available an up-to-date approved adhesive list and should recommend one or two adhesives for each job. Record-keeping should also be part of the group's function; in this way, the packager will have information on the adhesive used in every operation.

Pre-Testing Materials and Adhesives

Through simple tests made on packaging materials and adhesives as they arrive at his plant, the packager will be in a position to take effective action when sealing problems occur. When he realizes that a particular item will run for a substantial length of time, it will be to the packager's advantage to store away some standard samples of both the packaging materials and the adhesive being used. If a defect in sealing should occur, the standard samples can then be compared with the materials used

in the defective package. These samples should be drawn when the packages have been running for a sufficient length of time to indicate that both the packaging material and the adhesive are satisfactory. Approximately two dozen tea bag cartons or other packages being produced and a one-pint sample of adhesive should be adequate as standard samples.

The samples should be replaced every two months to eliminate changes in the board during storage. The paper or board samples should be stored in a location with a relatively constant temperature and humidity, and where conditions closely approximate those in the packaging area. An ideal area would be a standard conditioning room; laboratories are also satisfactory places in which to store these materials.

Tests to Determine Cause of Sealing Defects

Two simple tests can be performed at the packager's plant to gage new materials against the standard samples. These tests consist of a draw-down test and a Zahn cup measurement. Results of these tests performed on standard samples of board and adhesives will indicate what should be expected of acceptable materials. When a sealing defect occurs in the future, the material contained in the defective package can be tested to determine the

SEALING DEFECTS—CAUSES & CURES

DEFECT	CAUSES	CURE
STARVED GLUE LINE	Applicator clogged by contaminated adhesive Adhesive viscosity too low (overdiluted) Paper stock too porous In seals between coated & plain board, adhesive is absorbed by plain stock without penetrating the coated surface	Clean applicator and glue pot and start over with fresh adhesive Clean glue pot and use more concentrated adhesive Apply heavier glue film or higher viscosity of same adhesive grade Use very slow-setting adhesive or reduce machine speed
EXCESSIVE ADHESIVE	Too much adhesive applied Adhesive viscosity too high Dense board or paper prevents adhesive penetration	Adjust metering screw to decrease thickness of adhesive film Dilute adhesive slightly and adjust machine for optimum film thickness Add water to adhesive to assist penetration
LACK OF REQUIRED WATER RESISTANCE (FAILS WATER RESISTANCE SPECS WHEN WATER RESISTANT ADHESIVE IS USED)	Wet strength of board or paper is too high to allow fiber tear required by test	Pretest board or paper on gluer before actual production
UNEVEN ADHESIVE APPLICATION	Contaminated adhesive Worn glue roller (usually becomes eccentric)	Replace with clean, fresh adhesive Replace roller
SEAL OPENS UNDER HEAT	Wrong adhesive for application	Replace with proper adhesive
ADHESIVE NOT SET AT END OF PACKAGING LINE	Excessive adhesive applied Board too dense	Decrease film thickness or dilute adhesive Add water to adhesive
SPOTTY BONDING	Inadequate compression pressure or time Uneven glue applicator or board has uneven absorbency Worn glue roller	Increase pressure or time setting on machine Increase adhesive application
SEAL OPENS AT HIGH HUMIDITY	Adhesive is sensitive to moisture	Replace roller
LABELS FALL OFF JARS SEVERAL WEEKS AFTER APPLICATION	Crystallization of excess adhesive	Change to proper resin adhesive
LABELING ADHESIVE SPLATTERS OVER JARS	Adhesive stringing or cottoning	Decrease amount of adhesive applied Dilute, or if necessary, use fresh adhesive

cause of the difficulty.

Draw-down test results are best provided in terms of adhesive setting speed, as indicated by fiber-tear at the joints. Standard draw-down bars are available from most laboratory supply houses. The draw-down test is begun by laying down an adhesive film 6 in. wide on the board. For most adhesive applications, the height of the wet film applied should range between .002 and .004 in. Immediately, a sheet of paper that has been cut into three or four strips is placed over the wet film and pressure is applied. Pressure should range between 2 and 3 psi, and the same pressures should be used for all samples being compared.

The individual strips of paper are then removed from the board at pre-set time intervals; for example, 5, 10, 15, and 20 seconds. By noting the condition of the board under each strip, the setting speed and the ability of the adhesive to provide fiber-tear can be established. Another section of the sample can be retained until the following day, when final adhesion can be checked. The draw-down test will also provide a visual indication of the absorbency of the board. The latter factor will prove useful in checking for variations in board absorbency.

Keeping the Packaging Line Going When Sealing Defects Occur

For the most part, it is possible to utilize stop-gap measures or provide a complete cure for the fault so that the packaging line can be kept operating when serious sealing defects occur (Table 1).

One common defect is the starved-glue line, where an inadequate film of adhesive is placed on the adherend. Causes may include a clogged applicator in the glue pot, too low on adhesive viscosity, or too porous a board stock. Often, when seals are made between coated and plain board, the adhesive is quickly absorbed by the plain stock and not applied sufficiently to the coated material because it has set too fast. This condition can be remedied by using a very slow-setting adhesive or by reducing the machine speed slightly. Starved glue lines can also be easily remedied by methods such as cleaning the applicator and glue pot and starting over with fresh adhesive, using a more concentrated adhesive, or applying a heavier glue film.

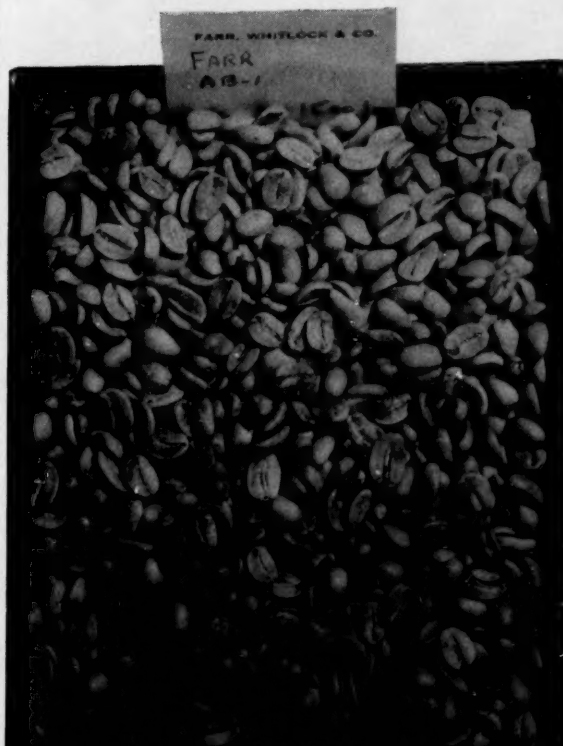
Excessive adhesive laid down on the adherend may be reduced by adjustments to the metering device to decrease film thickness or by diluting the adhesive. Excessive adhesive will usually cause a poor bond after a 35-second compression period where, with proper adhesion, a joint should show 90% fiber tear. Although the application of excessive adhesive will provide tackiness, the setting speed will be too slow for proper bonding at the end of the packaging line, where the joints will slowly pull apart if tested.

Lack of required water resistance is usually not the fault of an adhesive that was selected because of its water-resistant properties. In this case, the wet strength of the paper or board is usually too high to allow the fiber tear required by the test. One way to get around this problem is to pre-test the board on a gluer before actual production is begun.

A number of other sealing defects, and their causes and cures can be seen on Table 1.

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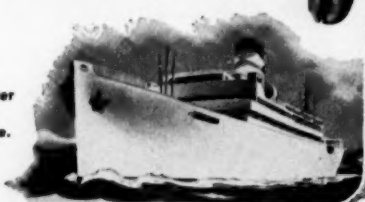
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**Tea Council annual report
points up "dynamic year".**

The annual report of the Tea Council of the U.S.A., for 1960, issued last month, was indicative of the progress which has been made in publicizing tea. In addition it was a document which made clear that even better things might be envisioned for the future.

The chairman's message, reviewing the industry's position, clarified tea's future in the following manner. Here's how Chairman R. B. Smallwood stated the case:

"Tea imports, at 116,077,418 pounds, reached a new 43 year high. This was an increase of 7,668,582 pounds, or 7 percent, over 1959.

"Sales of tea through grocery stores, which had risen to an all time high in 1959, remained at that level, being 85.6 compared to 85.9 million pounds. And within the framework of those sales, the importance of instant tea took on sharp new meaning.

"Because there is now a definite trend evident in the tea business it is worth noting the shifts in the kind of tea sales being made through grocery stores as reported by the A. C. Nielsen Company. Here are the figures, in millions of pounds, for the past four years:

	1957	1958	1959	1960
Teabags	45.0	47.9	49.8	51.0
Loose Tea	35.3	33.9	33.2	30.3
Instant Tea	1.4	2.0	2.9	4.3

"It is clear that loose tea is losing out and that instant tea is finally on the move.

"It is by no means a coincidence that the tea industry at large was ready with this modern product innovation just at that point in time when it needed a new stimulus. Being ready is the mark of a forward thinking, vital industry, and U. S. tea men are to be congratulated on their planning, research and development in this area.

Smallwood continued, "When instant tea was first acknowledged as the next big step for our industry there was a good deal of private concern expressed among Producers and Importers as to the effect this might have on imports. In many respects our industry is fortunate in the fact that regardless of whether the product is 100 percent pure tea or 50 percent tea-50 percent carbohydrates, it takes one pound of leaf to manufacture enough powder for 200 servings of Hot Tea. Since the yield is the same for teabags, loose tea and instant tea, imports can only be affected by the sales success of all three combined, without special concern as to which form shows the most increase.

"As I sum up the year it is unfortunate that our continuing inability to measure sales through the out-of-home feeding market makes it impossible to arrive at a total industry sales figure. Looking at the record imports for 1960, I believe we can rest easy in the assumption that while some of the extra 7,668,582 pounds doubtless went into inventory, some of it also found its way into the public feeding channels and our position there is firm and in all probability improving."

Reviewing the Tea Council's role in 1960, Smallwood said, "I believe the Council demonstrated again this year that it is a vital plus factor for tea in the U.S. market.

"Whether for a brand or an entire industry, there are two critical points in every sales effort.

"There is, first, the minimum amount of money you

have to spend to get results. Anything less is wasted. And then there is the maximum point of expenditure. Anything beyond that is wasted also.

"We haven't any real idea where either of those critical points are for the tea industry. Based on the kind of progress we have been making we can be sure the entire industry is nowhere near the maximum point of expenditure. At the same time, because anything resembling a downtrend is a thing of the past—because we have been steadily if slowly forging ahead—we can also be sure that the total expenditure by brands and the Council is above that minimum point. Not too much above it, perhaps, but enough to keep us moving.

"As a factor working for the future of tea in this country, to the ultimate benefit of both the Producing Countries and the U. S. Trade, the Tea Council may be the plus, that little bit over the minimum, that makes all the difference."

Uganda to produce soluble tea during 1961

One of the major products planned in the 1961 investment program of the Uganda Development Corporation is the creation of facilities to produce soluble tea.

Six months ago Solutea, Limited, was registered in the African country to manufacture a tea product specially processed for instant use. While the company reportedly realizes that soluble teas have not yet reached a state of overall popularity in the main tea drinking countries, the United Kingdom, Australia, and Canada, the feeling is

that the product will have demand on the Continent, and in America.

As part of the plan to supply the new Solutea factory with tea 5,000 acres of new tea gardens are to be developed to give the country a total of 7,500 acres of planted tea by the target date of 1965. The Uganda Development Corporation has gone on record as claiming that not only do ready markets exist for tea extracts, but that by opening up these new areas the bulk of the tea grown in Uganda will not compete unduly with the product of the more conventional producers.

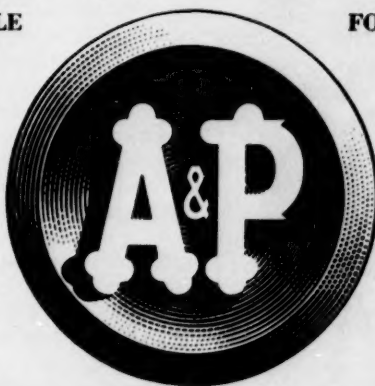


Above scene took place last month at King Coffee's annual "Vending Futurama". Shown, (l. to r.) are Dr. Ernest Lockhart, Coffee Brewing Institute's Scientific Director; William Taglione, and Jack Frey, in charge of King's quality control.

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**King Coffee's seventh, and biggest
"vending futurama" boosts fresh-brew**

The best tasting cup of coffee possible was the aim of Detroit's only annual Coffee Vending Futurama, held April 18-19 at the plant of King Coffee Inc.

The show, now in its seventh year, attracted approximately 700 vending machine manufacturers and operators, food service directors and employee relations directors of firms interested in the automatic vending of food and drinks.

Highlighting Automatic Merchandising Month in the State, as proclaimed by Michigan's Gov. John B. Swainson, the show offered a demonstration of more than a score of coin-operated machines—in actual use—displayed by 14 manufacturers.

Show visitors came from all parts of Michigan, from adjoining midwestern states and from Canada.

In addition to providing facilities for manufacturers to demonstrate their various models in operation, the King Coffee hosts also presented an opportunity for specialists to discuss with visitors coffee brewing problems, sanitation, financing and such related matters as legislation, taxes and public relations.

Coffee and other ingredients and supplies, including cups, sugar and cream, were supplied by King Coffee, although demonstrators were permitted to use brands of their own choosing if desired.

Taking part in the official show opening was John E. King, Jr., President of King Coffee, and David C. Lowe, President of Detroit Marine Terminals, Inc.

"Industrial food-serving centers today are able to build their reputations on a fine cup of coffee, just as restaurants have been doing for years," King told the visitors in his brief welcoming talk.

"For this reason we consider the fresh-brew coffee vending machine the nucleus of such centers.

"The ultimate purpose of our Coffee Vending Show is to help provide the best possible coffee, under the most sanitary conditions, with the utmost convenience, and with the greatest possible saving of time to the consumer.

"Food service directors attending this show are able to compare the various types of machines under actual operating conditions. They can then select the type best suited to their individual situations."

Stressing his personal interest in the show as a shipping executive, Lowe told the gathering:

"One of these days, coffee will be transported by ship, through the St. Lawrence Seaway, directly from the coffee-producing Latin American countries to the Port of Detroit.

"Obviously, as president of Detroit Marine Terminals, I am greatly interested in such a development and in the tremendous growth of the coffee vending business which will help make such a procedure feasible."

Authorities in their respective fields were on hand for consultation and to answer individual problems of show visitors.

Dr. Ernest E. Lockhart, Scientific Director for The Coffee Brewing Institute Inc., New York City, advised on "Coffee Brewing and Beverage Quality." Kenneth W. Rahn, vice president of Northern Finance Corp., Minneapolis, conferred on "Financing." Richard R. Kubicki, Executive Secretary, Merchandise Vendors Association of Michigan, covered "Legislation, Taxes and Public Relations."

Among prominent coffee trade visitors at the Futurama was Arthur L. Ransohoff, owner of A. I. Ransohoff Co., Inc., coffee importers, and president of the New York Coffee and Insurance Exchange. Accompanying him was Frederick M. Reuss of the Ransohoff firm.

Also attending were Julius Kahn, representing J. Aron & Co., Vince Plumptre and Don Hawken, both of Wilkins Coffee Co., of Washington, D. C.

Manufacturers whose fresh-brew coffee machines were displayed—in actual operation—included:

Apco, Inc.; Bally Vending Corp.; Coffee-Mat Corp.; Continental Vending Machine Co.; Fred Heble Corp. (I.V.I.); Gardner Manufacturing Co.; M. D. M. Monobrew Co.; Northwest Automatic Products (Griswold Div.); Perk-ette, Inc.; Rowe-Ami Sales Co.; Rudd-Melikian, Inc.; Seeburg Corp. and Vendo Corp.

Hawaii's Governor advocates Kona coffee aid

Hawaii's Governor Quinn has indicated that he hopes to authorize emergency loans to the island's coffee growers. The loans, expected to amount to approximately \$1.2 million, will be made following Quinn's proposal to the island's legislature calling for regulation of marketing practices, control over the quality of coffee, and minor modifications to the farm loan act.

Quinn said making emergency credit available to the growers was of immediate importance, and that a recent review indicated that their credit needs were not being met.

Quinn said he believes that the uniform marketing idea, along with tight controls on the quality of the coffee, would help pull the coffee industry out of its present doldrums.

He also said he hopes to require growers to label their coffee according to its quality, and use government graders and grading standards.

The governor said that before he authorized emergency loans he had to make sure that sufficient funds were available without jeopardizing other phases of the farm loan program.

He emphasized that authorization of emergency loans was contingent on the availability of general funds, and passage of the legislation he asked for.

Among the promising coffee varieties now being tested at the Kona Branch of the Hawaii Agricultural Experiment Station is a dwarf variety of the bourbon type. Recently, in all of the coffee-producing countries in Central and South America, bourbon-type varieties have replaced or are replacing typica varieties, among which Kona coffee belongs. This is because bourbon varieties have been found to have a stronger root system, grow more vigorously, and yield more coffee than typica varieties. Replacing typica with bourbon varieties is common practice in these countries in spite of the fact that the bourbon bean is smaller than the typica.

Several varieties of the bourbon type are being grown at the Kona Branch Station. One of these is Caturra, a very promising dwarf variety. "Caturra" means "dwarf" in Brazilian. It is a mutation of bourbon and is characterized by being short and compact in appearance. As a similar mutation occurred in several countries, there are numerous bourbon dwarfs, but today the more popular commercially are Villa Lobos, Villa Sarchi, Bourbon Mutacion, Pacas, Portillo, as well as Caturra.

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The Coffeeman's Balance Sheet

A review of recent notes of interest to the coffee trade compiled from both AMERICAN and OVERSEAS sources.

■ ■ The government of Togo has announced the regulation of coffee exports through controls and classification. Coffee for export must be either Arabica (Bourbon, Leroy) or the Canephora (Robusta, Kouilou, Iaouli, de la Nana) type. The government has based classification on both the quality and degree of granulation. Qualities will hereafter be classified as extra prima, prima, superior, or current, according to the number of defects in a particular lot. With regard to granulation, the coffee will be considered as grade I, II, or III, depending upon the fineness of the screen through which it is processed.

Various regulations concerning marking, inspection, and degree of humidity permitted are also set forth in the recent decree concerning the control and classification of the country's coffee exports. A loan copy of the full text of the legislation is obtainable upon request to the Africa-Near East Division, Bureau of Foreign Commerce, U.S. Department of Commerce, Washington 25.

■ ■ Coffee production in Buganda, last year constituted an all time record of 101,375 tons, an increase of 12,000 tons, according to the recently released report of the areas chief agricultural officer. In addition to this record figure for African production, non-African estates in the area produced an additional 4,500 tons of coffee.

The local press reports that groups of coffee growers continue to show considerable interest in the building of estate coffee factories and applications are being processed. The number licensed to date, however, is only four bringing the estate factories in Buganda to a total of 29 during the year. These factories processed some 31,546 tons of clean Robusta coffee, and 149 tons of Arabica.

■ ■ The United States Department of Commerce has issued an informative 53-page brochure entitled "Coffee Consumption in the United States, 1920-1965". The publication, sponsored by the department's food industries division, is available at 25 cents per copy from the Super-

intendent of Documents, Government Printing Office, Washington, 25.

Here's how the document summarizes the outlook for coffee in the United States:

- A continuation of the upward trend in coffee consumption is expected to bring usage by 1965 to an estimated 24.7 million bags annually. Reasons for this increased demand for coffee is stated to be the probable upward trend in disposable income, from \$1,874 in 1959 to \$2,097 by 1965; an increase in the civilian population to an approximate 191-million by 1965; the continuance of coffee increasing popularity as a beverage, **especially as an iced summer drink**; the reversal of the past trend towards brewing more cups of coffee per pound of beans; and the increasing popularity of instant coffee.

- On the strength of the assumption that the present coffee agreement is continued, and perhaps strengthened, the brochure reflects the feeling that coffee prices will continue, by-and-large, to stay close to their 1959 level. Only such factors as the destruction of large quantities of coffee, could bring prices to a permanently higher level, in the opinion of the brochures author. Similarly only a total collapse of international negotiations, resulting in an overall price war, could bring prices down.

The brochure points out that instant coffee, on the increase in popularity since 1951, will continue to grow, although at a decreasing rate. The share in instant coffee consumption is projected as rising to 25 percent, with a parallel decrease of approximately 200,000 bags of green coffee.

As regards consumption of coffee in the European community the report feels that by 1965 (in million bags) the total will have risen from the 13.71 reported in 1958, to 17.12.

In addition to an overall look at the coffee picture as regards the United States the publication details facts of the world supply of coffee as projected to 1965, and other material of interest to coffeemen.

■ ■ Merrill, Lynch, Pierce, Fenner & Smith, in a recent coffee newsletter points to the indications that a new crop policy in **Brazil** may carry constructive implications for the trade.

The letter states, "the effort to forge a really new 'crop policy' is perhaps the most significant feature of the current coffee picture. For the first time, Brazil may inaugurate changes which look toward the solution of long-term over production problems". Suggested as possibilities of the policy are: (1) that the government will spend little, or no money, to buy up low quality coffee, and that exports below a certain grade will be prohibited; (2) Unproductive trees will be cut back; (3) profits from coffee exchange operations will be used to diversify agriculture; (4) that a significant portion of the present surplus will be eliminated.

Five "mild" producers agree to reduction in quotas

At the recently held meeting in Mexico City of representatives of Brazil, Colombia, Costa Rica, El Salvador, Guatemala, and Mexico, delegates agreed to a reduction in export quotas for the April-June 1961 period. The delegates further pointed out that if similar action were to be taken by other mild producers in this hemisphere overall exportables for the period would be substantially reduced by the not inconsiderable figure of 100,000 bags.

In other efforts to shore up the market for their product members of the group decided upon the creation of a New York based committee with powers to act upon such other stabilization measures as might be deemed appropriate; the recommendation to signatory countries that the current International Coffee Agreement be extended for a further three-year period. Members also will form a technical group whose duties will be to propose measures designed to stabilize Latin American coffee prices. The latter will be proposed to President Kennedy in accordance with the point outlined in his 10-year plan for South America which specifically states that the United States.

In other developments the group suggested that there be continued efforts made with a view to reducing taxes on coffee in the European coffee consuming countries, and that special prices on lower-quality coffee should be suppressed.

TRADE CALENDAR

June 8, 9, 10, 11

Canadian Spice Association
Alpine Inn,
Ste. Marguerite, Quebec

June 18-22

National Assn. of Retail Grocers
Convention Hall
Philadelphia, Pa.

June 25-28

Nat'l. Retail Tea and Coffee Merchants Assoc.
Drake Hotel
Chicago, Ill.

June 27

Green Coffee Assoc. of N. Y.
Westchester Country Club
Rye, N. Y.

Sept. 25-28

New York Premium Show
Coliseum
New York, N. Y.

October 1-4

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Army's "Mr. Coffee" retires from government service

Anton G. Jedlicka, widely known after a half century of association with the coffee-and-tea industry retired last month. Jedlicka had been chief of the Military Subsistence Supply Agency's coffee branch, Quality Control & Inspection Division, in Chicago.



Jedlicka's civilian service with the Quartermaster Corps began in 1947 when he was placed in charge of Army coffee-roasting operations in Europe. In 1951, he was made consultant and production specialist for coffee for The Quartermaster General. He was assigned as chief of coffee inspection in the Quartermaster Inspection Service Command at the Philadelphia Quartermaster Depot in 1955. He transferred to Chicago in 1957 when coffee inspection was assigned to the Military Subsistence Supply Agency.

As chief inspector Jedlicka is credited for developing procedures for quality control for all coffee purchased for the Armed Forces. Last year, his branch was responsible for passing on 40 million pounds of roasted-and-ground coffee bought for the Army, Navy, Air Force and Marine Corps by the subsistence agency.

His long career in the commercial field began in 1912 and included tenures as a coffee buyer in St. Paul, Chicago, and Des Moines.

Mr. Jedlicka, a widower, currently lives at 2912 Lincoln Avenue, North Riverside, Illinois. He plans to establish retirement headquarters at his fishing-and-hunting home on the Gunflint Trail in Minnesota near the Canadian border.

Brewing Institute announces equipment evaluation service

The Coffee Brewing Institute has announced the establishment of an evaluation service for coffee-brewing equipment. The new service was inaugurated in direct response to the coffee trade's assertion that, "something was needed in order to insure that equipment be placed on the market that would not spoil coffee." The new service is also being initiated because of requests emanating from the equipment manufacturers themselves, according to CBI President E. G. Laughery. Laughery made the announcement of the new service at the annual meeting of the Pacific Coast Coffee Association, earlier this month.

Laughery called upon the assembled coffeemen for their help, and their salesmen's help, in recommending only equipment which bears the Institute's Seal of Approval. The "Gold Cup" seal will be awarded only to that brewing equipment which is found to brew coffee to standards established by the Institute. However, Laughery, pointed up the fact that not even perfect equipment will guarantee a worthwhile cup of coffee if inferior blends are used. He urged coffeemen throughout the trade to make every effort to upgrade their present blend quality.

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109 FRONT STREET

The following article is the tenth in Coffee and Tea Industries continuing series on the various legal aspects of our trade. Author Howard Newcomb Morse this month discusses legal problems connected with a celebrated coffee case.

Barrister's Brew

"A Coffee Substitute"

The firm of Rosenstein Brothers imported on the steamships Conemaugh, Veendam, Amsterdam, and Spaarndam at the Port of New York certain merchandise invoiced as "chicory" and styled on its wrappers "Emil Seelig's Kaffee" and "Finest Seelig's Coffee." The merchandise was composed of 1,250 kilograms of chicory root, 500 kilograms of beet root, 28 kilograms of olive oil, and 56 kilograms of syrup, or more than 68% in weight of chicory root. The percentage in value of the chicory root in the merchandise was 43.85% of its total value. The predominating flavor of the merchandise was that of chicory root. The merchandise was produced in Germany by grinding together into a paste-like substance, with very little moisture in it, these different ingredients in the respective weights above mentioned. But as imported the merchandise was in the form of rolls or cylindrical shaped sticks, each of which was enclosed in a paper wrapper. The merchandise was used as a substitute for coffee. It was much cheaper than coffee.

The merchandise was classified for duty under the provision of a federal statute for "chicory root, burnt or roasted, ground or granulated, or in rolls, or otherwise prepared, and not specially provided for in this act." The duty was exacted by the Collector of Customs at the Port of New York.

Rosenstein Brothers protested against the classification and exaction, claiming that the merchandise was an article used as coffee or as a substitute for coffee and was therefore dutiable at a lower rate under the provision of the federal statute for "dandelion root and acorns prepared, and other articles used as coffee, or as substitutes for coffee, not specially provided for in this act." Upon receipt of Rosenstein Brothers' protest, the Collector transmitted the invoices of the merchandise and all the papers and ex-

hibits connected with it to the Board of three United States General Appraisers on duty at the Port of New York.

The Board overruled Rosenstein Brothers' protest and affirmed the classification and exaction of the Collector. Rosenstein Brothers appealed to the federal court for the Southern District of New York. The court reversed the decision of the Board and directed the Board to reclassify the merchandise according to the contention of Rosenstein Brothers.

Concerning classification according to components, the Court declared: "... the fundamental system of division is the value. In this particular case it appears by the testimony that of this compound but about 43% in value is chicory root. That being so, I do not think the importation here can be fairly classified as chicory root ... If the addition of foreign substances was trivial in amount and value, the situation would be different; but ... over 30% of the composition is not chicory root at all, and the value of the chicory root in the compound is about 43%."

The government appealed, and the United States Court of Appeals for the Second Circuit sustained the decision of the court below. The United States Court of Appeals stated: "The article has a distinctive place of its own; it is not merely chicory ... but it is a distinct compound, which possesses its own peculiarities."

"A Coffee Gatherer and Workmen's Compensation"

Diego Jimenez was employed as a laborer on a coffee plantation in Aguadilla, Puerto Rico, to gather the coffee and carry it in bags to a warehouse. While carrying a bag of coffee beans he slipped accidentally on the wet road and in an effort to prevent the falling of his burden his right wrist joint was dislocated and remained stiff, partially incapacitating him.

The Workmen's Relief Commission decided that the case was not covered by the Compensation Act. Jimenez then appealed to the District Court of Aguadilla. The court dismissed the case, and Jimenez again appealed.

The Compensation Act stated: "... the provisions of this Act shall apply to laborers injured or disabled or who lose their lives from accidents or sickness occurring because of any act or function inherent in their work or employment and while engaged therein and as a consequence thereof. Farm laborers not employed to work with machinery operated by steam, gas, electricity, animal or other mechanical power or instruments or tools the use of which cannot cause serious corporal injury, domestic servants and employees engaged in clerical work, in offices and commercial establishments where machinery is not used, are excepted: Provided, however, That farm

Howard Newcomb Morse, author of this series, is a recognized expert on legal matters. In 1948 and 1949 he was Professor of Law at John Marshall Law School in Chicago. In addition he was admitted to the Bar of the Supreme Court of the United States in 1949.

While the series to date has encompassed the legal aspects of various areas of interest to the coffee, tea and spice trades, Coffee and Tea Industries would welcome the comments of readers as to subject questions which would benefit the trade. Readers having questions along these lines are invited to submit their interests to Editor. Coffee and Tea Industries, 106 Water Street, New York 5, N. Y.

laborers employed in agricultural work, where animal power or instruments or tools the use of which may cause serious corporal injury are used, shall be entitled to the benefits of this Act; . . ."

The Supreme Court of Puerto Rico affirmed the decision of the lower court. The Supreme Court declared: "The Act makes express exception of this class of workers (farm laborers, such as coffee gatherers) and undoubtedly the reason of the legislators was that agricultural labor does not offer the danger of other occupations, except in cases, also excepted by the Act, of the employment of animal power or instruments or tools whose use may cause serious bodily injury."



Glass jars seal in the flavor and aroma of instant products. And jars reseal tightly for safe, moisture-proof storage. Aren't you glad so many foods come in glass?

Instant Tea boosted by Glass Container Institute

The Glass Container Manufacturers Institute is joining the trade this summer in helping to boost the consumption of instant tea. The Institute will run a full page — full color advertisement in the upcoming July 21st issue of Life Magazine illustrating the use of the instant form as both a hot, and an iced beverage.

Spokesmen for the Institute point up the fact that instant tea is gaining ever increasing sales momentum as a convenience food . . . in a convenience package. Merchandising suggestions to be mailed to retailers will urge a mass display of instant tea, and stress that the product eliminates fuss with tea leaves and tea bags, the product's economy, ease, and speed of preparation. Specifically stressed in a GCMI newsletter to retailers will be mention of the fact that the illustration in the advertisement does not specify a brand name. Thus the retailer is encouraged to look upon the advertisement as a merchandising weapon for his own particular choice of brands.

MAY, 1961

BOOK SHELF

Because of the continuing number of requests for technical books relating to the coffee, tea, and spice trades, "Coffee and Tea Industries" lists below publications, currently available, and ready for mailing.

"ADVANCES IN COFFEE PRODUCTION TECHNOLOGY". A summary of worldwide coffee research with chapters covering all phases of present day technological achievements in this field. Physiology, genetics, cytology of the coffee tree; mineral nutrition; mechanization of cultural operations; weed and insect control of plants; and factors relating to inherent qualities of green coffee are all covered in depth by experts in the field. A must for growers, shippers, importers, and roasters, as well as libraries and research organizations. **\$2.50**

"THE COFFEE-MAN'S MANUAL". A compendium of information on stateside operations of the coffee trade. Aroma tests, brewing grinds, flavor testing, roasting procedures, and laboratory equipment give a working knowledge of how to meet the problems of the coffeeman's day. **\$2.50**

"MANUFACTURING PROCESSES FOR SOLUBLE COFFEE". Methods and procedures necessary to a successful soluble coffee processing operation are described and detailed in this booklet written by experts in this area. **\$1.00**

"TEA". An excellent book containing descriptive accounts of the various stages of tea cultivation and manufacture, a discussion of fundamental agricultural and technological principles, which have relevance wherever tea cultivation is carried on. The author, Dr. T. Eden, was formerly with the Tea Research Institute of Ceylon. **\$5.95**

"A TREASURY OF SPICES". 200-page, hard cover book, including history, descriptions, and illustrations of major spices, trade statistics, etc. **\$3.50**

Copies of the books listed above mailed postpaid in U.S.A., on receipt of check, or money order. Foreign residents please remit 10 percent additional to cover mailing costs.

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Shoppers liked the in-store "coffee-break" served up by Gimbel Brothers and Ehlers last month, in four of the store's N. Y. outlets.

Ehlers — Gimbels combine to stir up coffee sales

One of New York City's major department stores, Gimbels, and Ehlers Coffee combined forces during the month of April to stir up coffee sales with a "coffee break" for the harried shopper.

An Ehlers' "Coffee Break Booth" was installed in four Gimbels' stores; Gimbels New York, Westchester, Valley Stream and Garden State, Paramus, as part of Gimbels' month-long "Salute To The Circus" festival. Coffee with cream and sugar was served in each of the stores in the Ladies' Fashion Floors. Serving girls and coffee machines had difficulty in keeping up with the demand as urns were emptied almost as quickly as filled.

No coffee was sold at the booths but the girls serving the flavorful brew were besieged with requests to buy "a pound of this delicious coffee". Many women later took the trouble to call Ehlers' New York offices directly to say how much they enjoyed the coffee and to ask where they might purchase it in their neighborhoods.

The store is now analysing the impact of the coffee-break on buying habits: many women, weary after hours of shopping, will leave the store "fresh up with an invigorating cup of coffee—but then not return. With the built-in "coffee break" right in handy areas of the stores, shoppers have their coffee and go on with their bargain hunting.

Because of this the in-store "coffee break" idea may well become a regular feature of Gimbel's policy according to store officials. The PR set-up was a simple trade-out: Ehlers provided the coffee, the Ehlers displays and posters and the girls who served the coffee. Gimbels provided the poster-space, 18-newspaper advertising and in-store

handbills promoting the "coffee break" and named Ehlers throughout, plus providing the booths, the urns in which the coffee was made, the sugar, cream and serving cups.

The results of the PR campaign is that Ehlers is happy; Gimbels is happy and the customers are drinking up. This to the tune of about 30,000 cupfuls per month and an estimated 15,000 requests to buy the Ehlers' product.

Coffee-Break becomes a National Institution

A newly issued booklet published by The Pan-American Coffee Bureau describes the American coffee break as a national-institution. "Few customs", states the booklet, "have been established so quickly, defended more tenaciously, or have aroused more controversy. The coffee-break has been adopted by, and adapted to, so many useful activities in our life that it has now become truly 'a national institution'".

The booklet continues by indicating that the coffee-break is not simply a refreshing time-out for millions of American office, store and factory workers. It is also useful in quite different areas. As prime examples, the Bureau points to its establishment during political campaigning as a means of "wooing voters" during "meet-the-candidate" coffee parties, to its use as a "congenial way to support worthy causes", as a life-saving safety-precaution for automobile and truck-drivers on long trips, and as a means of stimulating the thinking of creative workers.

The text discusses the psychological and sociological implications of the coffee break, and its usefulness as a means of cementing good employer-employee relations, both plus-factors in the modern business world. The illustrated, eight-page booklet is offered to coffee companies and those in related industries by the Bureau, for distribution to salesmen, customers, and others, at a nominal \$2.50 per 100 copies.

World's first vending symposium slated for Chicago, Oct. 31 — Nov. 1

Automatic vending executives from all parts of the world are expected at the First International Symposium of Automatic Merchandising. The event, indicative of the mushrooming world aspects of automatic merchandising, is being held in Chicago, at the new McCormick Place exhibition hall, October 31 - November 1.

President Thomas B. Donahue, president of the National Automatic Merchandising Association explained the purpose of the international meeting as three-fold: To exchange ideas and know-how about vending as a mar-

keting method; to create further export markets for American machines and products; and to acquaint businessmen of other countries with American methods and distribution.

"The American vending industry has aroused much interest in foreign countries because of its many innovations and growth in recent years," Donahue said. "By contrast, several European countries are using advanced methods in other areas of automatic selling. Thus, both foreign and American vending executives will benefit from this exchange of ideas."

The Chicago convention is expected to draw nearly 10,000 American vending executives. The equipment exhibit, now in its 15th year, will occupy some 100,000 square feet at the new exhibition hall. Vending machine and product manufacturers traditionally introduce their new products at the N A M A Show.

No registration fee will be charged for foreign delegates and special arrangements are planned to assist foreign visitors with hotel and other needs, Donahue said.

"American vending companies recently have taken up such growing ties with vending in foreign countries that it is only fitting for our national industry association to provide this first opportunity for a complete international conference," Donahue stated.

Jack B. Low of Wittenborg, Inc., Brooklyn, N. Y., is chairman of the Symposium planning committee. Other members are: Richard Cole, Cole Products Company, Chicago; Eric Dunn, New York City; William S. Fishman, senior vice president, Automatic Retailers of America, Inc.; Chicago; Robert I. Logan, senior vice president, Interstate Vending Company, Chicago; J. R. McNutt, Standard Changemakers, Inc., Indianapolis; K. C. Melikian, executive vice president, Rudd-Melikian, Inc. Hatboro, Pa.; Norval B. Rader, president, Canteen International, Inc., Chicago; M. B. Rapp, executive vice president, Continental Vending Company, Inc., New York City; Howard M. Tripp, executive vice president, Vendorlator Manufacturing Company, (subsidiary of the Vendo Company), Fresno, Calif.; Fred Wallin, Universal Match Corporation, St. Louis, Mo.

Walter W. Reed, National Automatic Merchandising Association, Chicago, is secretary of the planning committee.

Companies interested in the conference should contact Mr. Reed at the N A M A headquarters, 7 South Dearborn Street, Chicago, Ill.

Human sensitivity to caffeine; an inherited characteristic?

According to a recent report presented by Dr. Avram Goldstein of Stanford University Medical Center to the Federation of Societies for Experimental Biology there's a better than average chance that your sensitivity to caffeine is an inherited characteristic.

Goldstein found, in tests conducted with students that one in five always was kept awake by coffee but not by a beverage tasting the same but containing no caffeine. Another 20 percent were not disturbed by any beverage. Should the hypothesis be proved correct, the scientist reports, it will have useful applications in medical practice.

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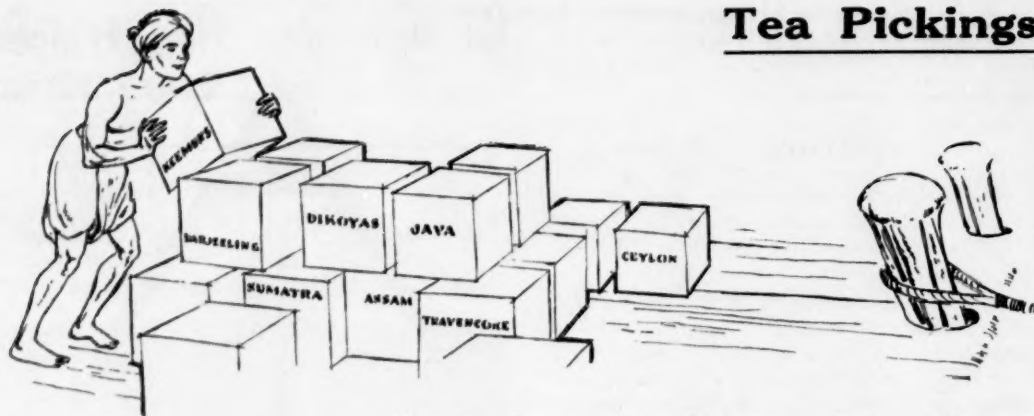
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Tea Pickings



A review of recent notes of interest to the tea trade compiled from both AMERICAN and OVERSEAS sources.

■ ■ A recent news item printed in an Indian newspaper indicates that a Tea Research Institute in that country is likely to be formed soon if present negotiations between representatives of the tea industry and the Council of Scientific and Industrial Research is successful.

According to presently formulated plans the proposed Institute would take over the famous Toclai Research Station in northeast India. The overall costs of maintaining the new Institute is expected to be jointly shared by the tea industry and the Council when the Institute's formation has been accomplished.

■ ■ An International tea convention sponsored by the Tea Board of India will be held in Calcutta in November, Sunil K. Roy, Consul General of India in New York, has announced.

The meeting, which will last for a period of 15 days, will be the first of its kind. Representatives of the tea trade from the United States, and of 25 other tea con-

suming nations, have been invited to attend. Roy pointed out that the convention will provide a forum for the Indian tea producer and his opposite number in the foreign tea trade to exchange views of the industry. At the convention, which will discuss various aspects of tea production and consumption special papers by experts on tea will be presented for the benefit of the consumers and the producers.

Elaborate arrangements are being made to provide ample facilities for visiting participants to gain a precise idea of tea production in India. Those attending will be given the opportunity to inspect major tea plantations, and a special cultural entertainment program is envisaged as part of the program.

■ ■ The government is planning to set up a 500-acre tea plantation in the Hazara district of Pakistan, if current experiments in tea cultivation in the area prove successful. The Pakistan Tea Board has been entrusted with the responsibility of making arrangements for the new site near the village of Buffa.

The site would be planted with three tons of tea seed which had been obtained from Japan, China and Ceylon. At the moment the seed obtained from Japan has been found to be the most suitable to local soil and climatic conditions. Meanwhile, a proposal to set up a tea processing and blending plant near the plantation is also under consideration.

■ ■ London's Tea and Rubber Mail reports that the use of Indian tea in the United Kingdom market is declining. The report, based on a market survey conducted by J. Walter Thompson and Co., Ltd., for the Indian Government, bears out the increasing effectiveness of the tea promotion campaign being conducted by Ceylon in the market.

It was stated in the report that in the U. K. consumption of tea per head over the past four years has barely risen. Overall tea consumption, the report said, might well fall considerably unless India made increased efforts in the area of export promotion. India's tea promotional expenditures in the U. K. are presently considerably lower than for other competing drinks.

Tea and calories: \$500,000 slated for 1961 summer iced tea campaign

The Tea Council of the U.S.A. has announced plans for its 1961 summer iced tea campaign. The campaign again this year will utilize radio as the most productive media in gaining the public's attention.

Jingles directed to persons seeking a summertime refresher, and pointing up the low calorie advantages of tea will be used. The radio spots begin June 1 in the South and June 15 in northern areas.

The \$500,000 campaign is expected to reach an estimated 64,000,000 people in the following prime tea markets: Atlanta, Baltimore, Birmingham, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Dallas-Fort Worth, Detroit, Greensboro, Houston, Indianapolis, Los Angeles, Louisville, Memphis, Miami, New Orleans, New York, Norfolk, Philadelphia, Pittsburgh, Providence, Richmond, San Antonio, San Diego, St. Louis, and Washington.

"ADVANCES IN COFFEE PRODUCTION TECHNOLOGY"

Late in 1958, Coffee and Tea Industries, offered its readers a publication of significant interest to the trade, "Advances in Coffee Production Technology". The publication was then, and is today, a compendium of useful information to the grower of coffee.

The material contained in "Advances in Coffee Production Technology" first appeared in the special November, 1958, issue of Coffee and Tea Industries, and immediately became one of the most widely sought after issues to appear in this industry.

"Advances in Coffee Production Technology" is a worldwide summary of coffee research. It outlines existing knowledge and shows the direction of efforts to extend that knowledge. Top coffee scientists cooperated in preparing the material and consider it an important working tool.

For coffee growers, shippers, their organizations and governments, the book puts between two covers material affecting many immediate and long range aspects of coffee growing.

For importers and roasters in consuming countries, "Advances in Coffee Production Technology" holds clues to the future of the product on which their business is based.

For libraries and research organizations, it is an important source of information on a vital commodity.

There are on hand a limited number of copies of "Advances in Coffee Production Technology" which are offered at the original pre-publication price of \$2.50 per single copy. Orders for copies in excess of five may be had at an additional discount of 10 percent.

TABLE OF CONTENTS

Introduction

Recent advances in our knowledge of coffee trees:

1. Physiology
2. Genetics
3. Cytology
4. Anatomy

The supply of better planting material

1. Arabicas
2. Canephoras (Robustas)
3. Asexual propagation of coffee

Mineral nutrition

1. High fertilizer applications and their effects on coffee yields
2. Detection and control of minor element deficiencies

Better control of water supply for coffee production

The sun-hedge system of coffee growing

The mechanization of cultural operations

Soil conservation on coffee plantations

Chemical weed control in coffee

Recent spraying for control of coffee diseases

Selection of coffee types resistant to the Hemileia leaf rust

Biological control of insect pests in coffee

Factors affecting the inherent quality of green coffee

Conclusions

Coffee and Tea Industries suggests that orders for "Advances in Coffee Production Technology" be placed immediately. No plans have been made for a second printing of this publication and only a limited number of copies are on hand.

COFFEE & TEA INDUSTRIES (formerly The Spice Mill)
106 Water Street, New York 5, N. Y.

Attached find \$..... for.....copies of "Advances in Coffee Production Technology" at the special price of \$2.50 each.

Name

Address



Little strokes fell great Oaks.

It's as simple as that. And we would like to point out that a consistent advertising program in Coffee and Tea Industries can prove this point to you.

Barnum, master showman of them all, put the matter this simply. "When an advertisement first appears a man does not see it. The second time he begins to take notice. The third time he is inclined to read the message; the fourth he thinks about it. And on the appearance of the sixth or seventh he has succumbed and is ready to buy the offering."

You've noticed the changing appearance of Coffee and Tea Industries. It was inevitable that you should, and in the process make comparison with other publications in the coffee field. This changing format, which incidentally, will continue to be upgraded in the months ahead, is just one indication of the greater value you receive when you place your advertising in Coffee and Tea Industries. What is less noticeable, but equally important, is that with a circulation that is tops in the industry it assures that the magazine will be picked up and studied, time and time again, by the people to whom it is important that your advertising be seen.

"We're the trade magazine that comes to mind first. It's been that way for 84 years now."

COFFEE AND TEA INDUSTRIES, 106 WATER STREET, NEW YORK 5, N. Y.

General Foods introduces soluble coffee brewer

General Foods introduced a new, soluble coffee brewer to members of the trade during mid-May.

The unit is described as the first fully automatic brewer delivering up to 330 cups of coffee per hour, assuring food service operators of uniform quality cups with a minimum of effort on the part of the operator. Spokesmen for the company pointed up the fact that no make-ready, or after clean-up, was necessary in the preparation of the soluble brew with the new machine.

Rutgers tea expert earns Ceylon commendation

A Rutgers, New Jersey man is winning the respect of Ceylon's tea industry through his efforts to keep the island's vital crop disease free.

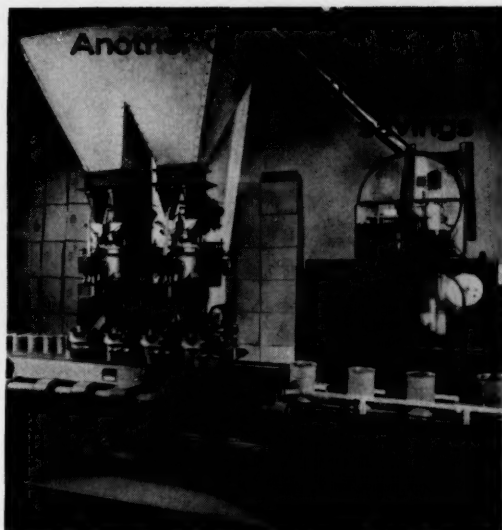
Dr. Martin T. Hutchinson, of New Brunswick, N. J. is an entomology advisor to the Tea Research Institute of Ceylon. Hutchinson, who came to Ceylon under a State Department lend-lease program 15 months ago describes as one of his tea saving discoveries the fact that the planting of marigolds with the tea plants helps to kill nematodes, the worm that destroys tea leaves.

Dr. Hutchinson, who earned his doctorate at Rutgers University, and also taught entomology there, devotes most of his time to laboratory work. Assisted by three Ceylonese technicians, he inspects tea leaves for possible disease, then develops new methods for growing better tea bushes.

Government food probe anticipated in spring

The government is getting ready for a new probe of the food industry. Senator Hart, the representative in charge, indicates that the proceedings will begin this spring, probably in late June.

The probe is expected to be a far-reaching affair with such subject matter as advertising claims, packaging and manufacturing methods, and pricing in for the bulk of the scrutiny. Such claims as those indicating that



**and
savings
make
users
happy**

Users of this Gumpco Can Line say they are "very happy with this piece of equipment." The installation consists of four No. 400 Gumpco Net Weighers with can conveying, timing, packing and ejecting equipment—to deliver 60 one-pound or 40 two-pound cans a minute.

Both cans are handled on the same line, by means of a few adjustments. With either size, weights are consistently accurate, the coffee is packed in the cans with minimum spillage, and packaging is kept dependably on schedule with only supervisory personnel.

Note the Bar-Nun Automatic Bag Feeder, Opener and Weigher in the background. GUMP manufactures a wide line of weighers, and automatic bag and can packaging equipment. For any coffee packaging requirement, there is a GUMP unit that may be able to effect substantial savings in overweights, time and labor.



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AND
SERVICE

New York 36—JABEZ BURNS AND SONS, INC.—600 W. 43rd St.
San Francisco 5—TEMPO-VANE MFG. CO.—330 First Street
Dallas 2—J. B. WILLIAMS—1026 Young Street

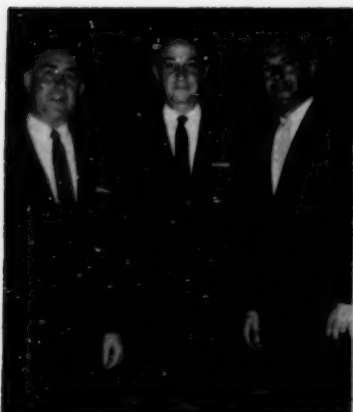
a particular brand is superior to another will bear special investigation according to Washington reports.

New corporate name for Paxton and Gallagher

One of the nation's leading food firms has announced a new corporate title. The old corporation name of Paxton and Gallagher has been changed to Butter-Nut Foods Company. Paxton and Gallagher's most

prominent division has been known as Butter-Nut Foods Company for several years, and members of the trade will recognize this name as having appeared on the firm's packaged coffee and tea products.

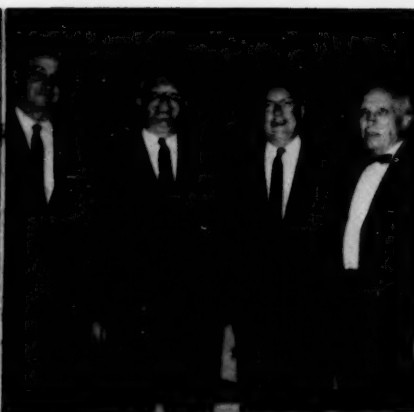
Simultaneously with the announced corporation name change, last month, the company's wholly owned subsidiary, Penndale, Inc. of Lansdale, Pa., has merged as a legal entity into an operating division of Butter-Nut Foods Company for the continued production of Butter-Nut instant coffee and tea.



John McKiernan (left), NCA's president, and one of the convention's major speakers, poses in picture above with J.B.S. Johnson, Jr., and William M. Seely, PCCA's new officers.



J.R.S. Hafers, president, Pan American Coffee Bureau; Jack Evans, and Warren Kludt pose for the camera during a lull in the activities at Pebble Beach.



An undaunted foursome of coffeemen, from left, PCCA's new executive vice president J.B.S. Johnson; R.A. Sutherland; Eugene Laughery, president, C.B.I.

... PCCA — 1961: "planning the future" ...

Celebrating their 30th annual convention, the Pacific Coast Coffee Association convention assembled on May 1st and 2nd at their favorite western location, Del Monte Lodge, Pebble Beach, California.

Incoming president for the next year is William M. Seely of J. A. Folger Company, San Francisco. Mr. Seely has been associated with the major west coast roasting firm the past fifteen years. His abilities as a buyer are held in high esteem by his management as well as many other segments of the roasting industry. He has served the PCCA as an active committeeman in several capacities before being elected Executive Vice-President last October to fill the unexpired term of Stanley Gleason.

Taking office with Mr. Seely as Executive Vice-President is Mr. J. B. S. Johnson, Jr., president of Otis McAllister & Company, San Francisco. Mr. Johnson has also served on various standing committees of the PCCA. He is currently serving as president of the Pan American Society, and is a director of the Ecuadorian American Association.

The Executive Committee for the Roast Division is headed by William M. Seely as Chairman and Manuel J. Rosen as Vice-Chairman. Chairman for the Green Division is J. B. S. Johnson, Jr. and J. E. Fitzpatrick will serve as Vice-Chairman.

Others elected to the Executive Committee for the Green Division were: One year term 1961/62; Stephen H. Gluck, Otis, McAllister & Co.; W. H. Hughes, Haas Bros.; Robert C. Powell, E. A. Johnson & Co. Two year term electives 1961/63 included William Fenerin, Anderson, Clayton & Co., Inc.; J. E. Fitzpatrick, Fitzpatrick & Hoffman, Inc.; Ernest A. Kahl, Ruffner, McDowell & Burch, Inc.

For a one year term the Roast Division elected: Carl D. Lincoln, Nabob Foods; Earl R. Lingle, Lingle Bros., Coffee Co.; Irving Manning, S & W Fine Foods, Inc. Two year term 1961/63: J. S. McGee, Dale Bros., Inc.; Manuel J. Rosen, M.J.B. Co.; E. L. Shaw, Hills Bros. Coffee, Inc.

GENERAL MEETING

President Robert Powell officially opened the 30th Annual Pacific Coast Coffee Association Convention to honored guests and members with his "Spirit of the Convention" address. Guest speakers included John F. McKiernan, President, National Coffee Association; E. G. Laughery, President, The Coffee Brewing Institute, Inc.; and A. R. Gale, President, Ampex International.

Mr. Powell introduced Jorge Canavati, U. S. representative, Mexican Coffee Institute; Jack R. Durland, Chairman, National Coffee Association; Jack K. Evans, Pan American Coffee Bureau; Federico Hill, San Salvador; J. Roberto Suplicy Hafers, President, Pan American Coffee Bureau and representative of the Brazilian Coffee Institute; Eugene G. Laughery, President, Coffee Brewing Institute; Charles G. Lindsay, Manager, Pan American Coffee Bureau; John F. McKiernan, President, National Coffee Association; Rafael Paredes, Lima, Peru; Leonard Press, National Federation of Coffee Growers of Colombia; Mauricio A. Salaverria, San Salvador; C. Jackson Shuttleworth, National Federation of Coffee Growers of Colombia.

Mr. Powell's "Spirit of the Convention" theme stressed the opportunities for all members and friends of the coffee industry to discuss problems of the industry. Mr. Powell stated, "I trust you will find several of today's speakers stimulating and a source for thought and discussion along that line."

McKIERNAN: "WHERE DOES THE N.C.A. STAND?"

One of the high points of the convention was the significant address given by John F. McKiernan, president of the National Coffee Association, whose topic called upon the U. S. coffee industry to achieve more general unanimity on important policy matters. He referred to a "vagueness" in some sectors of the trade

about the N.C.A.'s position on key issues. He reaffirmed the organization's opposition to shipments of contraband coffee as well as to shipments diverted to the U. S. of coffees originally destined for consumption in "new markets." He also restated the Association's preference to do without import quotas, remarking "if and when an emergency situation is declared by our government, then and only then should standby regulations be introduced." Referring to occasional unethical practices within the domestic coffee industry, the Association president pointed out that because of antitrust regulations, a trade association "can make policy, but cannot police" its members. The N.C.A., he added, has no Code of Ethics as such but "relies upon its members to translate the Constitution and By-Laws into ethical practice."

"It is also right and proper and increasingly strategic that the U. S. coffee industry muster its own constituents in a time when coffee producers are consolidating their own influence under the auspices of various organization," McKiernan concluded, "To this end, the voice of the U. S. industry will be considerably amplified if it continues to achieve more general unanimity among its members. The Association stands on these policies; it hopes that all segments of the trade in this country will stand alongside."

OTHER SPEAKERS

Other speakers addressing the western coffeemen were E. G. Laughery, president of The Coffee Brewing Institute, Inc. and Mr. A. R. Gale, president of Ampex International.

Mr. Laughery told members of the PCCA the CBI is establishing an evaluation service for coffee brewing equipment. The new service will be inaugurated in response to the coffee trade's assertion that "something should be done about equipment." Mr. Laughery remarked that many equipment manufacturers concurred with the CBI's evaluation program. A Gold Cup seal of approval will be awarded to equipment which is found to brew coffee according to standards established by the Institute and on which the Golden Cup Award to public feeders is based. (Further details are reported on page 24 of this issue.) The CBI President invited firms to send their quality control analysts and sales representatives to the CBI Workshop. He reported that the Workshop has graduated 120 men from 43 companies since its inauguration.

Gale's talk concerned "United States Internal Problems and Prospects." He pointed out four areas of world-wide concern which the coffee industry and other industries have in common in foreign markets. "First on the list, I think you would wish me to place a strong and abiding concern for the peace and security of the world," he said. "Secondly, should come a recognition that in a world of multilateral trade the importers and exporters of a nation are interdependent." An awareness that we are living in a time of great change and great challenge and a dedication to a democratic free enterprise way of life were Mr. Gale's third and fourth areas of common concern.

Mr. Gale suggested to the conventioners a resolution supporting the "alliance for change, the alliance for progress." "To the South of the United States there is a challenge and an opportunity. You men—leaders of a

great industry—can play a great role in helping those warm, attractive, ingenious neighbors of ours to reach the full attainment of the promise held in the richness of their land and their heritage. From what I have seen, I do believe you're up to the challenge."

ENTERTAINMENT

The convention "doings" committee, "co-chaired" by Vernon Aldrich and Norman Johnson assisted by Robert England, John Roddy and Manual Rosen, excelled with their respective duties. High-lighting Monday evening's entertainment was a replica entitled "the Flirty Thirties." Douglas Wood set the stage with his clever and amusing slides, focused on screen, depicting interesting segments of individuals and incidents pertaining to the west coast coffee trade. Climaxing the evening entertainment were the "girls of the thirties." Included in the star studded cast of "coquettes" were Eddie Johnson, Jr., Sonny Westfeldt and Earl Lingle.

The annual PCCA dinner and entertainment was the order of the evening on Tuesday night. Outstanding among the entertainment features was Jodie Gray, a marimba artist, and West and Maza who proceeded to "Build a Band" with the musical talents of Joe Fitzpatrick, Sr., Gene Heathcote, Carl Corey and John Beardsley.

Preceding the annual PCCA banquet on May 1st in the Main Lounge of Del Monte Lodge the members and guests were honored at cocktails by the allied industries. Committee-chairman for the arrangements was Lyle McKim, General Steamship Corp., assisted by Jim Mahoney, San Francisco Warehouse; Jack Coplen, American Can Co.; E. R. Burton, Jr., Burton & Portland & Co. and Lyle Sampson, Owens-Illinois Glass Co.

GOLF TOURNAMENT

The annual PCCA golf tournament was held on the famous Pebble Beach course on Tuesday. Other than the normal sand traps, trees and ocean hazard, golfers were confronted with ocean breezes up to 25 miles an hour. It was reported the Pebble handicapper was alarmed witnessing the first 12 players score but resigned himself to that fact after all scores were in. As one golfer exclaimed, "the only thing good about this day was the lunch and refreshments" furnished by the Allied Industries at the 9th and 18th holes.

Undaunted by challenges of wind or hazard, playing his usual steady game and capturing "all the marbles" with first low net of 74 was Earl Lingle. He took the Founders Trophy, and the Latin American SS Conference Trophy. Second low net was shared in a three way tie by John Beardsley, Joe Fitzpatrick, Sr. and George Smith with 77's. Morris Buckingham won second low gross with an 89. Blind bogie winner was Don Dunn with a 48 who received the National Federation of Coffee Growers of Colombia Trophy, and a prize donated by President Robert Powell.

Other prize winners: Tom Barrett and J. K. "Bud" Domingues tied for 3rd low net with 78; Ed Superka of Anchor Hocking Glass Co., won the Hole-in-One with a distance of 8 feet from the pin. Guest prizes went to Don Haslett of Haslett Warehouse Co. and J. L. Robinson of Jabez-Burns Co., tied for low gross with 85. Arne Fenger of Moore-McCormack won low net with 72.

Sales Aid: "the advertising matchbook"

According to the United States Department of Commerce, at least 50 million dollars worth of advertising literally goes up in smoke every year. That is how much merchants, manufacturers, and others pay for some 300 billion matchbooks. Coffee and tea distributors everywhere are promoting their products and improving public relations with the advertising matchbook—America's most sure-fire medium.

Associated Food Stores are currently using an attractive blue and white matchbook cover to spark sales for their Silver Spoon Coffee. The same stores are featuring their Instant Coffee on a cover done up in red, white, and blue.

Safeway Stores are using match covers to keep their Nob Hill Coffee and Canterbury Orange Pekoe and Pekoe Tea in the "Hall of Flame." The Peter Reeves Markets, in New York, are striking it rich with a green and white matchbook. One panel of the cover highlights the PR Brand of Freshly Roasted Coffee; another plays up the Markets' Orange Pekoe Tea.

White Rose Tea is constantly keeping its name in lights with a matchbook that has red, white, and brown printing on an orange background. Lehigh Wholesale Grocery Company, Allentown, Pennsylvania, features Trexler Park Coffee on its match *padding*. Bohack Stores are burning up competition by using book matches to introduce the New Bohack Supreme Coffee. "Rich Aroma" is imprinted on the center fold of the cover.

Food Fair, America's Showplace of Food Values serving millions of customers in eight states, advertises Lady Fair Coffee with a colorful match cover. Twin County Super Markets, in New Jersey, are literally throwing the book—the matchbook, that is—at customers to call attention to Linden House Coffee. Consolidated Foods Corporation, Chicago, is using a cleverly lithographed matchbook cover to smoke out customers for Monarch Coffee, one of the products it distributes. Smilen Foods is finding the matchbook to be the perfect matchmaker as far as bringing their brand of coffee and housewives together.

Are matchbooks a worthwhile advertising medium? Is it profitable for coffee and tea distributors and dealers to serve customers advertising *a la cartons* of book matches? Do the book covers make an impression?

The "best selling" power of matchbooks has been demonstrated over and over again in studies by independent research organizations. In a survey conducted among smokers, in seven cities, by Fact Finders Associates, Inc., 45 percent of the smokers interviewed could name the product advertised on the matchbook currently carried (in pocket or purse) without looking at the matchbook first and with no memory aids of any kind. The figure for men was 45.5 percent, and for women, 44.9 percent.

In a nationwide survey among all matchbook users (smokers and non-smokers together) the Hooper-Holmes Bureau found that 37 percent were able to identify the product advertised on the matchbook currently carried, without looking or prompting. The figure for men was 35.5 percent, and for women, 38.2 percent. These matchbook readership figures were said to be three to 15 times

higher than average readership (listenership, viewership) figures for other media, such as magazines, newspapers, radio, and television.

Opinion Research Corporation found that matchbooks are customarily and continuously exposed in 57 percent of the living rooms in American homes, 50 percent of the kitchens, 41 percent of the bedrooms, and 16 percent of the dining rooms. A Crowell-Collier research report shows that 85 percent of American homes have one or more smokers. Probably no other advertising specialty has the home as such a "natural habitat."

According to another survey by Fact Finders Associates, Inc., 99 percent of smokers carry matchbooks. An independent survey of 9,000 matchbook covers discarded on Chicago streets found only 11 unused matches.

Some time ago a beverage concern in Omaha, Nebraska, mailed packages of ten matchbooks to 35,000 homes in the city of Des Moines, Iowa. The names were selected from that city's telephone directory, every second name being taken to make up the list.

After the mailing a well-known market and opinion research organization was employed to conduct a survey among the recipients of the book matches. There were 2238 interviews or approximately 6 percent of the total mailing.

The research report showed that 81.2 percent of the 2238 people interviewed used the book matches; 18.8 percent were non-smokers and gave the matches to others. Over the 8-week survey period, the number of people interviewed who could remember the product advertised was 90.1 percent of the total; 70.2 percent of the interviewees were able to name the advertiser.

Also, 52.9 percent of those interviewed over the 8-week period could identify the illustration on the front of the matchbook. The figure was 57.1 percent of those interviewed during the 8th week. Four weeks after the original mailing, 56.5 percent of those interviewed still had some of the book matches left.

The merchandising manager for the beverage concern said, "After extensive research and resurveying the market it has been determined as nearly as possible that the recent book match advertising campaign for our company, mailing to every other telephone subscriber in Des Moines, Iowa, gave us an 11.3 percent increase in sales in the 60 days following the campaign. This increase, we believe, is directly attributable to the book match direct mail program."

How costly is book match advertising? When ordered by the millions matchbooks can cost as little as 32½ cents per thousand. It has been estimated that the average matchbook readership per dollar of cost is 1,385.

What about getting large quantities of matchbooks into circulation? National concerns, as a rule, make use of the match manufacturer's distribution service. That is, they do not buy the matchbooks, as a commodity, at all, and they do not take possession of them—any more than they buy, and take possession of, the copies of a newspaper or magazine, when they place an ad in it.

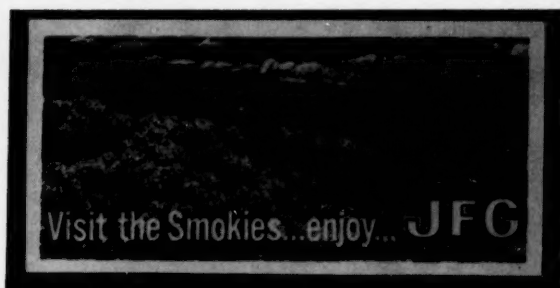
Instead of buying the matchbooks themselves, advertisers

(Continued on next page)

buy only the *space* on the inside and outside covers, and the manufacturer handles distribution of the books. This is done by selling the matchbooks through regular trade channels, such as tobacco, drug, department, and dime stores. Advertisers can also pinpoint the cities or sections of the country in which they want *their* matchbooks circulated.

There are many other ways, of course, to get matchbooks into circulation. Super markets can give them to customers at check-out counters. Arrangements can be made with operators of vending machines to have them distributed with cigarette purchases at coin machines. Matches can also be given to newcomers in the community through Welcome Wagon or similar services.

The coffee and tea industry might well take a tip from the bookmakers—the matchbook makers, that is—and place more money on today's best bet in advertising. In the matchbook no sales message, trademark, or monogram ever gets bad position; nor is it ever buried in a mass of competing copy. In a 20-stick book, the most popular stock size in use today, an ad is exposed at least 20 times. There is no less expensive way for any advertiser to "get lit up."



JFG Coffee Co., of Knoxville, Tenn., signals the annual blooming of rhododendron in the Great Smokies with the poster advertising pictured above. This year's poster advertising in this vein is scheduled for six states in the periphery of the rhododendron area.

Vending machine shipments up 28.5 percent in 1960

Reflecting the upward movement in vended tea and coffee in the United States manufacturer's shipments of vending machines in 1960 increased 28.5 percent in value to \$164.5 million from shipments of \$126.9 million in 1959 according to a statistical study by the National Automatic Merchandising Association.

The most significant rise was chalked up by vending machines for beverages, with total shipments worth \$109.4 million in 1960 over the 1959 figure of \$75.3 million. 16 companies reported shipment of 25,680 coffee vending machines with a total value of \$15,973 million. The number of coffee machines shipped during 1959 amounted to 17,079 units with a total retail value of \$11,595 million.

Figures in the survey conducted by the Bureau of the Census for the NAMA came from 86 companies last year, whereas 96 firms were included in 1959. Industry mergers and companies no longer in business account for the drop.

MAY, 1961



SINCE 1871

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With a background knowledge gained through many years of designing superbly effective tea packages Weddle Tea Company offers the discriminating buyer the most complete line of specialty teas and packaging available in the tea industry.

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Reprints of articles, features and news items that appear in *Coffee and Tea Industries* are often surprisingly inexpensive when ordered in quantity. Many companies make it a practice to have stories which have a bearing on their business reprinted for distribution to their own personnel, customers, prospects, stockholders or to other interested groups. Whenever you see editorial matter of this type in *Coffee and Tea Industries* magazine which you can use in reprint form, in quantities of 200 copies or more, write and quotations will be furnished promptly.

COFFEE AND TEA INDUSTRIES
106 Water Street, New York 5, N. Y.



A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

ABBREVIATIONS FOR LINES

Ahl Trans Car—Ahlmann Trans Caribbean Line
 Alcoa—Alcoa Steamship Co.
 Af-Pac—African Pacific Line
 Am-Exp—American Export Lines
 Am-Pres—American President Lines
 Am-Rep—American Republics Line
 Am-W Afr—American-West African Line
 B-Afr—Belgian African Line
 Barb-Wn—Barber Wilhelmsen Line
 Barb-Frn—Barber-Fern Line
 Barb-W Afr—Barber-West African Line
 Baron—Baron Line
 Bl-Dia—Black Diamond Steamship Co.
 Bl-Star—Black Star Line Ltd.
 Brodin—Brodin Line
 Carib—Caribbean Central American Line
 Col—Columbus Line
 Coldemar—Coldemar Line
 Cubamex—Cubamex Line
 Cunard—Brocklebanks' Cunard Service
 Daido—Daido Line
 Delta—Delta Line
 Dodero—Dodero Lines
 Eld-Dem—Elder Demoster Lines
 Ell-Buck—Ellerman & Bucknell S.S. Co.
 Farrell—Farrell Lines
 Grace—Grace Line
 Granco—Grancolombiana (New York), Inc.
 Gulf—Gulf & South American Steamship Co., Inc.
 GWA—Gulf West Africa Line
 Hellenic—Hellenic Lines Ltd.

Hansa—Hansa Line
 Hoegh—Hoegh Lines
 Hol-Pan—Holland-Pan-American Line
 Independence—Independence Line
 Isthmian—Isthmian Lines, Inc.
 JavPac—Java Pacific Line
 K Line—Kawasaki Kisen Kaisha, Ltd.
 Lawes—Lawes Shipping Co., Inc.
 Lloyd—Lloyd Brasileiro
 Lykes—Lykes Lines
 Maersk—Maersk Line
 Mam—Mamenc Line
 Nedlloyd—Nedlloyd Line
 Nopal—Northern Pan-American Line
 Norton—Norton Line
 O-M-E—Orient Mid-East Lines
 PacFar—Pacific Far East Line, Inc.
 Pac-Rep—Pacific Republics Line
 PacTrans—Pacific Transport Lines, Inc.
 Pioneer—American Pioneer Line
 PTL—Pacific Transport Lines, Inc.
 R Neth—Royal Netherland Steamship Co.
 Robin—Robin Line
 Scindia—Scindia Steam Navigation Co., Ltd.
 SCross—Southern Cross Line
 Sev-Stars—Seven Stars (Africa) Line
 Stock—Stockard Shipping Co.
 Torm—Torm Lines
 UFRUIT—United Fruit Co.
 Wes-Lar—Westfal Larsen Co. Line
 Yamashita—Yamashita Line

ABBREVIATIONS FOR PORTS

At—Atlantic ports
 Ba—Baltimore
 Bo—Boston
 CC—Corpus Christi
 Ch—Chicago
 Chsn—Charleston
 Cl—Cleveland
 De—Detroit
 Ga—Galveston
 Gf—Gulf Ports
 Ha—Halifax
 Ho—Houston
 HR—Hampton Roads
 Jz—Jacksonville
 LA—Los Angeles
 Mo—Mobile
 Mt—Montreal
 NO—New Orleans
 NY—New York
 NN—Newport News
 NF—Norfolk
 Pa—Philadelphia
 Po—Portland
 PS—Puget Sound
 Sa—Savannah
 SD—San Diego
 SF—San Francisco
 Se—Seattle
 St Jo—Saint John
 Ta—Tacoma
 Va—Vancouver

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.



get in the swing!

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 Dodwell & Co. (East Africa) Ltd.

INDEPENDENT



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ship sailings

LATIN AMERICA

BRAZIL

Angra dos Reis

5/14 Posanger—WesLar
5/14 Elin Horn—Nopal
5/15 Santos—Ivaran
5/18 Agnete Torm—Torm

LA6/7 SF6/10 Po6/16 Se/TA6/18 Va6/19
N05/30 Ho6/2
NY5/31 Bo6/2 Pa6/4 Ba6/6 Nf6/7
NY6/6 Bo6/8 Pa6/11 Ba6/13 HR6/14
Chsn6/16

5/19 Farida—Norton
5/23 Cap Colorado—Col
5/25 Montevideo—Ivaran
5/25 Mabella—Nopal
5/26 Burg Sparrenberg—Col
6/1 Evanger—WesLar
6/1 Del Campo—Delta
6/1 Svenskund—Norton
6/5 Cap Castillo—Col
6/8 Del Sol—Delta
6/11 Nordglimt—Nopal

NY6/4 Bo6/7 Pa6/9 Ba6/10 Nf6/11
NY6/12 Pa6/17 Ba6/19 Bo6/21 Mf6/27
NY6/11 Bo6/14 Pa6/16 Ba6/17 Nf6/20
N06/9 Ho6/12
NY6/13 Bo6/19 Pa6/21 Ba6/23
LA6/26 SF6/29 Po7/5 Se/TA7/7 Va7/9
N06/19 Ho6/23
NY6/18 Bo6/21 Pa6/23 Ba6/24 Nf6/26
NY6/20 Bo6/23 Pa6/25 Ba6/27
N06/20 Ho6/27
N06/25 Ho6/26

Paranagua

5/10 Loide Colombia—Lloyd
5/12 Santos—Ivaran
5/12 Elin Horn—Nopal
5/13 Mormacsea—AmRep
5/16 Mormacdown—PacRep
5/17 Loide Peru—Lloyd
5/18 Cap Colorado—Col
5/19 Farida—Norton
5/22 Montevideo—Ivaran
5/22 Mormacal—AmRep
5/22 Del Sud—Delta

N05/30 Ho6/5
NY5/31 Bo6/2 Pa6/4 Ba6/6 Nf6/7
N05/30 Ho6/2
Jx6/2 Chs6/4 NY6/6 Bo6/9 Pa6/11 Ba6/13
LA6/11 SF6/14 Va6/20 Se6/27 Po6/29
NY6/7
NY6/12 Pa6/17 Ba6/19 Bo6/21 Mf6/27
NY6/5 Bo6/7 Pa6/9 Ba6/10
NY6/11 Bo6/14 Pa6/16 Ba6/17 Nf6/20
NY6/9 Bo6/12 Pa6/14 Ba6/16 Nf6/17
N06/7 Ho6/14

5/23 Mabella—Nopal
5/24 Evanger—WesLar
5/24 Burg Sparrenberg—Col
5/25 Antonina—Brodin
5/26 Rio Aquapey—Argentine
5/27 Loide Mexico—Lloyd
5/28 Mormacmail—AmRep

Bo7/27 Ho7/30
LA6/26 SF6/29 Po7/5 Se/Ts7/7 Va7/9
NY6/13 Bo6/19 Pa6/21 Ba6/23
Ba6/13 NY6/15 Pa6/17 Bo6/19 Mf6/23
NY6/14 Pa6/16 Ba6/17 Nf6/18
NY6/18
Jx6/15 Chns6/17 Ba6/19 Pa6/20 NY6/21
NY6/21 Bo6/24 Mf6/28

5/29 Del Campo—Delta
5/30 Mormaclake—AmRep
5/30 Svenskund—Norton
5/31 Cap Castillo—Col
6/4 Mormacape—AmRep
6/5 Del Sol—Delta
6/7 Mormacland—PacRep
6/7 Loide America—Lloyd
6/9 Mormachawk—AmRep
6/9 Noroglimt—Nopal
6/10 Loide Domingos—Lloyd
6/12 Del Mgr—Delta
6/13 Rio de Janeiro—Ivaran
6/15 Mormacwren—AmRep

N06/19 Ho6/23
NY6/20 Bo6/23 Pa6/25 Ba6/27 Nf6/28
NY6/18 Bo6/21 Pa6/23 Ba6/24 Nf6/26
NY6/20 Bo6/23 Pa6/25 Ba6/27
NY6/25 Bo6/28 Pa6/30 Ba7/1
N06/20 Ho6/27
LA7/3 SF7/5 Va7/12 Se7/13 Po7/13
NY6/29
NY6/28 Bo7/1 Pa7/3 Ba7/5 Nf7/6
N06/25 Ho6/26
N06/30 Ho7/8
N06/28 Ho7/4
NY7/3 Bo7/6 Pa7/8 Ba7/11 Nf7/12
Jx7/4 Chsn7/6 Ba7/8 Pa7/9 NY7/11 Bo7/13
Mf7/18

Rio de Janeiro

5/10 Nopal Express—Nopal
5/11 Mormacdown—PacRep
5/11 Del Norte—Delta
5/12 Mormacwave—AmRep
5/12 Loide Cuba—Lloyd
5/14 Loide Colombia—Lloyd
5/15 Elin Horn—Nopal
5/15 Posanger—WesLar

N05/23 Ho5/26
LA6/11 SF6/14 Va6/26 Se6/27 Po6/29
N05/24 Ho5/31
NY5/26 Ba5/29 Pa5/30 Bo6/1 Mf6/5
NY5/28
N05/30 Ho6/5
N05/30 Ho6/2
LA6/7 SF6/10 Po6/16 Se/TA6/18 Va6/19



WE TRANSPORT COFFEE/TEA THE EASY WAY

AFRICA SERVICE
Fast Monthly Sailings
FROM: East Africa, Djibouti and
Assab

VIA: Mediterranean

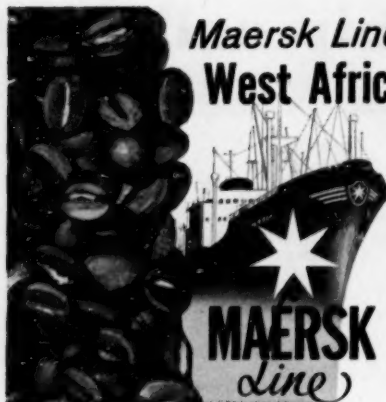
TO: Atlantic Coast Ports, New Orleans* and
Pacific Coast Ports

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Atlantic Coast / Gulf / Pacific Coast Ports

New York Java Pacific Line, Inc. 25 Broadway	San Francisco Transpacific Transportation Co. 351 California Street
New Orleans Strachan Shipping Co. 1607 American Bank Bldg.	Vancouver Dingwall, Cotts & Co., Ltd. 802 West Hastings Street

*Direct or with transshipment

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West African Agents

MATADI: Agestraf, S. C. A. R. L., 3 rue de Vivi, P.O. Box 36, Matadi, Belgian Congo.

DOUALA: Societe Navale Delmas Vieljeux, P.O. Box 263, Douala, Cameroons.

ABIDJAN: Societe Navale Delmas Vieljeux, 17, Avenue Louis Barthe, P.O. Box 1281, Abidjan, Ivory Coast.

MONROVIA: Liberia Trading Corp., P.O. Box 125, Monrovia, Liberia.

FREETOWN: Scandinavian Shipping Agencies Limited, 9 Gloucester St., P.O. Box 130, Freetown, Sierra Leone.

ship sailings

5/16 Santos—Ivaran	NY5/31 Bo6/2 Pa6/4 Ba6/6 Nf6/7	5/24 Del Sud—Delta	N06/7 Ho6/14
5/18 Mormacese—AmRep	Jx6/2 Chn6/4 NY6/6 Bo6/9 Pa6/11 Ba6/13	5/25 Mormacese—AmRep	NY6/9 Bo6/12 Pa6/14 Ba6/16 Nf6/17
5/19 Rio Tunuyan—Argentine	NY6/3	5/24 Montevideo—Ivaran	NY6/11 Bo6/14 Pa6/16 Ba6/17 Nf6/20
5/20 Farida—Norton	NY6/2 Bo6/5 Pa6/7 Ba6/8	5/24 Mabella—Nopal	N06/9 Ho6/12
5/22 Loide Peru—Lloyd	NY6/7	5/27 Antonina—Brodin	Ba6/13 NY6/15 Pa6/17 Bo6/19 Mf6/23
5/23 Cap Colorado—Col	NY6/12 Pa6/17 Ba6/19 Bo6/21 Ba6/23	5/27 Santa Marta—Lloyd	N06/14 Ho6/19
5/25 Del Sud—Delta	N06/7 Ho6/14	5/28 Rio Aquapey—Argentine	NY6/14 Pa6/16 Ba6/17 Nf6/18
5/26 Mormacese—AmRep	NY6/9 Bo6/12 Pa6/14 Ba6/16 Nf6/17	5/29 Loide Mexico—Lloyd	NY6/18
5/26 Burg Sparrenberg—Col	NY6/13 Bo6/19 Pa6/21 Ba6/23	5/31 Evanger—WesLar	LA6/26 SF6/29 Po7/5 Se/Ta7/7 Va7/9
5/26 Montevideo—Ivaran	NY6/11 Bo6/14 Pa6/16 Ba6/17 Nf6/20	5/31 Mormacmail—AmRep	Jx6/15 Chn6/17 Ba6/19 Pa6/20 NY6/21
5/26 Mabella—Nopal	N06/9 Ho6/12		Bo6/24 Mf6/28
5/29 Antonina—Brodin	Ba6/13 NY6/15 Pa6/17 Bo6/19 Mf6/23	5/31 Del Campo—Delta	N06/19 Ho6/23
5/29 Cabo Santa Marta—Lloyd	N06/14 Ho6/19	6/1 Brasil—AmRep	NY6/13
5/30 Mormacland—PacRep	LA7/3 SF7/5 Va7/12 Se7/13 Po7/15	6/1 Svenskur—Norton	NY6/18 Bo6/21 Pa6/23 Ba6/24 Nf6/26
5/30 Rio Aquapey—Argentine	NY6/14 Pa6/16 Ba6/17 Nf6/18	6/2 Cap Castillo—Col	NY6/20 Bo6/23 Pa6/25 Ba6/27
6/1 Mormacmail—AmRep	Jx6/15 Chn6/17 Ba6/19 Pa6/20 NY6/21	6/2 Rio de la Plata—Argentine	NY6/17
	Bo6/24 Mf6/28	6/3 Mormaclake—AmRep	NY6/20 Bo6/23 Pa6/25 Ba6/27 Nf6/28
6/2 Del Campo—Delta	N06/19 Ho6/23	6/6 Mormacland—PacRep	LA7/3 SF7/5 Va7/12 Se7/13 Po7/15
6/2 Brasil—AmRep	NY6/13	6/7 Del Sol—Delta	N06/26 Ho6/30
6/2 Svenskur—Norton	NY6/18 Bo6/21 Pa6/23 Ba6/24	6/8 Mormacese—AmRep	NY6/25 Bo6/28 Pa6/30 Ba7/1
6/2 Loide Mexico—Lloyd	NY6/18	6/9 Loide America—Lloyd	NY6/29
6/3 Rio de la Plata—Argentine	NY6/17	6/10 Nordglint—Nopal	N06/25 Ho6/26
6/3 Svenskur—Norton	NY6/18 Bo6/21 Pa6/23 Ba6/24 Nf6/26	6/12 Mormachawk—AmRep	NY6/28 Bo7/1 Pa7/3 Ba7/5 Nf7/6
6/3 Evanger—WesLar	LA6/26 SF6/29 Po7/5 Se/Ta7/7 Va7/9	6/12 Sao Domingos—Lloyd	N06/30 Ho7/8
6/5 Mormaclake—AmRep	NY6/20 Bo6/23 Pa6/25 Ba6/27 Nf6/28	6/14 Bow Santos—Col	NY7/4 Bo7/8 Pa7/10 Ba7/12
6/5 Cap Castillo—Col	NY6/20 Bo6/23 Pa6/25 Ba6/27	6/14 Del Mar—Delta	N06/28 Ho7/4
6/9 Del Sol—Delta	N06/20 Ho6/27	6/15 Rio de Janeiro—Ivaran	NY7/3 Bo7/6 Pa7/8 Ba7/11 Nf7/12
6/10 Mormacese—AmRep	NY6/25 Bo6/28 Pa6/30 Ba7/1		
6/12 Mormacrey—PacRep	LA7/18 SF7/20 Va7/28 Se7/29 Po7/31		
6/12 Loide America—Lloyd	NY6/29		
6/12 Nordglint—Nopal	N06/25 Ho6/26		
6/13 Mormachawk—AmRep	NY6/27 Bo7/1 Pa7/3 Ba7/5 Nf7/6		
6/14 Loide Domingos—Lloyd	N06/30 Ho7/8		
6/15 Del Mar—Delta	N06/28 Ho7/4		

Santos

5/10 Del Norte—Delta	N05/24 Ho5/31
5/11 Mormacwave—AmRep	NY5/26 Ba5/29 Pa5/30 Bo6/1 Mf6/5
5/12 Loide Colombia—Lloyd	N05/30 Ho6/5
5/13 Elin Horn—Nopal	N05/30 Ho6/2
5/13 Persanger—WesLar	LA6/7 SF6/10 Po6/16 Se/Ta6/18 Va6/19
5/14 Santos—Ivaran	NY5/31 Bo6/2 Pa6/4 Ba6/6 Nf6/7
5/15 Mormacdaw—PacRep	LA6/11 SF6/14 Va6/26 Se6/27 Po6/29
5/17 Mormacese—AmRep	Jx6/2 Chn6/4 NY6/6 Bo6/9 Pa6/11 Ba6/13
5/16 Rio Tunuyan—Argentine	NY6/3
5/19 Loide Peru—Lloyd	NY6/7
5/20 Farida—Norton	NY6/5 Bo6/7 Pa6/9 Ba6/10
5/21 Cap Colorado—Col	NY6/12 Pa6/17 Ba6/19 Bo6/21 Mf6/27

Victoria

5/16 Elin Horn—Nopal	N05/30 Ho6/2
5/16 Loide Colombia—Lloyd	N05/30 Ho6/5
5/27 Mabella—Nopal	N06/9 Ho6/12
5/31 Santa Marta—Lloyd	N06/14 Ho6/19
6/4 Del Campo—Delta	N06/19 Ho6/23
6/10 Del Sol—Nopal	N06/20 Ho6/27
6/13 Nordglint—Nopal	N06/25 Ho6/26

COLOMBIA

Buenaventura

5/10 Santa Juana—Grace	LA5/19 SF5/21 Po5/27 Se/Ta5/31
5/10 Santa Olivia—Grace	NY5/17 Ba5/19 Pa5/23
5/12 Santa Juana—Grace	LA5/20 SF5/22 Se/Ta6/3 Po6/6
5/12 Cali—Coldemar	Jx5/19
5/12 Cd. de Tunja—Granco	Ba5/18 Pa5/19 NY5/21
5/15 Cd. de Ibague—Granco	Ho5/23 N05/28

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5/15	Jytte Skou—Grando	Bo5/25 M15/29
5/16	Cd. de Ibaque—Granco	Ho5/24 N05/28
5/16	Santa Luisa—Grace	NY5/23
5/18	Gulf Farmer—GSA	Ho5/26 N05/31
5/19	John Schroder—Coldemar	Jx5/26 NY5/30
5/19	Cd. de Pereira—Granco	Ba5/25 Pa5/26 NY5/28
5/22	Alpherat—Granco	LA6/1 SF6/5 Va6/18
5/24	Santa Rita—Grace	NY5/31
5/26	Santa Anita—Grace	LA6/4 SF6/6 Se/Ta6/13 Po6/19
5/26	Manuel Mejia—Granco	Ba6/1 Pa6/2 NY6/4
5/26	Cd. de Medellin—Granco	Ho6/3 N06/8
5/26	Eliz. Schulte—Coldemar	Jx6/2 NY6/6
5/29	Gulf Merchant—GSA	Ho6/6 N06/11
5/31	Santa Maria—Grace	NY6/7
6/2	Cd. de Pasto—Granco	Ba6/8 Pa6/9 NY6/11
6/2	Erna Witt—Coldemar	Jx6/9 NY6/13
6/7	Santa Ines—Grace	NY6/14 Wi6/16 Ba6/17 Pa6/20
6/9	Gulf Trader—GSA	Ho6/17 N06/22
6/9	Cali—Coldemar	Jx6/16 NY6/20

ECUADOR

GUAYAQUIL

5/10	Santa Olivia—Grace	NY5/19 Ba5/21 Pa5/23
5/10	Jytte Skou—Granco	Bo5/25 M15/29
5/13	Alpherat—Granco	LA6/1 SF6/5 Va6/18
5/13	Santa Luisa—Grace	NY5/23
5/15	Cd. de Pereira—Granco	Ba5/25 Pa5/26 NY5/28
5/20	Santa Isabel—Grace	NY5/29
5/21	Cd. de Medellin—Granco	Ho6/3 N06/8
5/21	Santa Rita—Grace	NY5/31
5/22	Manuel Mejia—Granco	Ba6/1 Pa6/2 NY6/4
5/27	Santa Teresa—Grace	NY6/5 Ba6/8 Pa6/13
5/28	Santa Maria—Grace	NY6/7
5/29	Cd. de Pasto—Granco	Ba6/8 Pa6/9 NY6/11
6/3	Santa Cecilia—Grace	NY6/12
6/4	Santa Ines—Grace	NY6/14 Wi6/16 Ba6/17 Pa6/20
6/10	Santa Elisa—Grace	NY6/19 Ba6/23 Pa6/27

CALLAO

5/12	Santa Luisa—Grace	NY5/23
5/14	Gulf Farmer—GSA	Ho5/26 N05/31
5/14	Manuel Mejia—Granco	Ba6/1 Pa6/2 NY6/4
5/16	Cd. de Medellin—Granco	Ho6/3 N06/8
5/18	Santa Isabel—Grace	NY5/29
5/19	Santa Rita—Grace	NY5/31

5/19	Santa Anita—Grace	LA6/4 SF6/6 Po6/9 Se/Ta6/13
5/21	Cd. de Pasto—Granco	Ba6/8 Pa6/9 NY6/11
5/25	Gulf Merchant—GSA	Ho6/6 N06/11
5/25	Santa Maria—Grace	NY6/7
6/1	Santa Cecilia—Grace	NY6/12
6/1	Santa Ines—Grace	NY6/14 Wi6/16 Ba6/17 Pa6/20
6/5	Santa Mariano—Grace	LA6/16 SF6/18 Po6/23 Se/Ta6/26
6/5	Gulf Trader—GSA	Ho6/17 N06/22
6/12	Santa Adela—Grace	LA6/28 SF6/30 Po7/6 Se/Ta7/9

GUATEMALA

Pt. Barrios

5/10	Gronnebek—Granco	NY5/30
5/11	Zephyr—UFruit	NY5/19
5/14	Box Hill—UFruit	Ho5/19 N05/21
5/15	Santa Maria—Granco	Ho5/21 N05/25
5/15	Karl Christian—Carib	NY5/23
5/18	Alcyon—UFruit	NY5/26
5/21	Christiane—UFruit	Ho5/26 N05/28
5/23	Cd. de Cuenca—Granco	Ho5/28 N06/1
5/25	Johan—UFruit	NY6/2
5/28	A Steamer—UFruit	Ho6/2 N06/4
5/29	Arctic Gull—UFruit	NY6/4
6/4	Box Hill—UFruit	Ho6/9 N06/11
6/8	Zephyr—UFruit	NY6/16
6/11	Christiane—UFruit	Ho6/16 N06/18

AFRICA

Luanda

5/13	MV Lugaga—BAfr	NY5/28
5/13	Del Alba—Delta	N06/4
5/13	African Dawn—Farrell	NY6/9
5/14	Voyage #20A—BAfr	NY5/28
5/19	Nopal Branco—GWA	N06/9 Ho6/12
5/27	African Sun—Farrell	NY7/4
5/29	SS Lindi—BAfr	NY6/17
5/31	Jessie Gulwa—GWA	N06/29 Ho7/6
6/2	Voyage #51A—BAfr	NY6/17
6/6	Del Aires—Delta	N06/29
6/8	African Grove—Farrell	NY7/16
6/8	African Sun—Farrell	NY7/8

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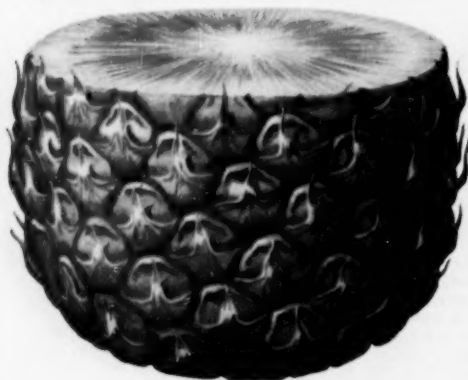
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We suggest, in all due modesty, that you will be surprised at the fidelity with which fresh natural pineapple matches the flavor of this new Givaudan creation.

We feel justified in making this turnabout comparison because the flavor of Imitation Pineapple Flavor F-1213 and that of the fresh fruit are virtually identical.

There are many pineapple flavors that resemble the canned type, but this new Givaudan product has the true sweetness, freshness and bouquet of the natural pineapple itself.

Imitation Pineapple Flavor F-1213 is the result of long and persevering efforts on the part of our flavor chemists—a creation which we are proud to add to our widely known line. Its concentration and stability make it ideal for those products in which a fresh pineapple flavor is desired at a minimum cost. Its powdered counterpart, *Permaseal® Imitation Pineapple Flavor F-2749*, is also a faithful reproduction of the fresh fruit flavor. May we send you samples and further information?

Givaudan Flavors
Inc.

ship sailings

Lobito

5/16	Del Alba—Delta	N06/4
5/24	SS Lindi—BAfr	NY6/17
5/28	Voyage #51A—BAfr	NY6/17
6/3	African Sun—Farrell	NY7/4
6/8	Del Aires—Delta	N06/29

Matadi

5/10	SS Lindi—BAfr	NY6/17
5/16	Voyage #51A—BAfr	NY6/17
5/20	Romo Maersk—Maersk	NY7/1 LA7/26 SF7/28
5/24	Jessie Gulwa—GWA	N06/29 Ho7/6
6/1	MV Lulusa—BAfr	NY7/7
6/1	African Sun—Farrell	NY7/8
6/3	Del Aires—Delta	N06/29

FRENCH CAMEROUNS

Douala

5/12	MV Degema—EldDem	M16/11 Pa6/19
5/14	Nopal Branco—GWA	N06/9 Ho6/12
5/15	Inge Toft—BISlar	NY6/12 Pa6/14 Ba6/16 N16/17
5/17	African Moon—Farrell	NY6/20
6/1	Romo Maersk—Maersk	NY7/1 LA7/26 SF7/28
6/3	African Grove—Farrell	NY7/18
6/7	Jessie Gulwa—GWA	N06/29 Ho7/6

GHANA

Takoradi

5/14	M/V Streambank—EldDem	Bo6/2
5/17	Danholm—BISlar	NY6/2 Pa6/8
5/18	M/V Degema—EldDem	M16/11 Pa6/19
5/22	Nopal Branco—GWA	N06/9 Ho6/12
5/24	Inge Toft—BISlar	NY6/12 Pa6/14 Ba6/16 N16/17
6/8	Romo Maersk—Maersk	NY7/1 LA7/26 SF7/28
6/8	M/V Obuasi—EldDem	NY7/2 Bo7/5

IVORY COAST

Abidjan

5/14	African Dawn—Farrell	NY5/30
5/15	Estelle Maersk—Maersk	NY5/31 LA6/26 SF6/28
5/17	Del Alba—Delta	N05/31
5/17	M/V Donga—EldDem	NY6/4 Bo6/7
5/20	Inge Toft—BISlar	NY6/12 Pa6/14 Ba6/16 N16/17
5/21	Del Alba—Delta	N06/4
5/23	M/V Degema—EldDem	M16/11 Pa6/19
5/25	Nopal Branco—GWA	N06/9 Ho6/12
6/6	African Moon—Farrell	NY6/20

KENYA

Mombasa

5/12	Mishima Maru—Baron	NY6/19
5/24	Robin Hood—Robin	Bo6/28 NY6/30
5/24	African Pilgrim—Farrell	Bo6/28 NY6/30
5/25	Eliz. Lykes—Lykes	N06/29 Ho7/5
5/31	Sarangani—JavPac	NY6/27 LA7/14 SF7/18 Po7/22 Se7/25
6/5	Robin Sherwood—Robin	Bo7/9 NY7/11

FRENCH SOMALILAND

Djibouti

5/28	Steel Admiral—Isthmian	Bo6/15 NY6/16
6/7	Sarangani—JavPac	NY6/27 LA7/14 SF7/18 Po7/22 Se7/25 Va7/31

MOZAMBIQUE

Beira

5/14	African Pilgrim—Farrell	Bo6/28 NY6/30
6/7	African Rainbow—Farrell	Bo7/21 NY7/23

NIGERIA

Lagos

5/10	M/V Streambank—EldDem	Bo6/2
5/16	M/V Degema—EldDem	M16/11 Pa6/19
5/28	Romo Maersk—Maersk	NY7/1 LA7/26 SF7/28
6/5	M/V Obuasi—EldDem	NY7/2 Bo7/5
6/10	Vigrid—BISlar	NY7/10 Pa7/12 Ba7/13 NY7/14

ship sailings

TANGANYIKA

Dar es Salaam

5/20 Eliz. Lykes—Lykes	N06/29 Ho7/5
5/24 Sarangan—JavPac	NY6/27 LA7/14 SF7/18 Po7/22 Se7/25 Va7/31
5/26 African Pilgrim—Farrell	Bo6/28 NY6/30
5/28 Robin Hood—Robin	Bo6/28 NY6/30
6/5 Kunishima Maru—Baron	NY7/12
6/8 Stella Lykes—Lykes	N07/17 Ho7/22
6/10 Robin Sherwood—Robin	Bo7/9 NY7/11

Tanga

5/27 Sarangan—JavPac	NY6/27 LA7/14 SF7/18 Po7/22 Se7/25 Va7/31
6/6 Robin Sherwood—Robin	Bo7/9 NY7/11
6/17 African Rainbow—Farrell	Bo7/21 NY7/23

LIBERIA

Monrovia

5/20 M/V Donga—EldDem	NY6/4 Bo6/7
5/21 Del Viento—Delta	N06/6
5/27 M/V Degema—EldDem	M16/11 Pa6/19
6/15 Del Aires—Delta	N06/29

ASIA

CEYLON

Colombo

5/15 Jalakirti—Scindia	Bo6/10 NY6/11 N06/23
5/17 Bengalen—JavPac	LA7/6 SF7/12 Po7/19 Se7/22 Va7/25
5/21 Steel Admiral—Isthmian	Bo6/15 NY6/16
5/25 Laura Maersk—Maersk	NY6/23 M17/6
5/29 Excelsior—AmExp	Bo7/1 NY7/3 Pa7/6 HR7/8 Se7/11 Chsn7/12 Ba7/16
6/6 Anna Maersk—Maersk	NY7/5 M17/19
6/15 Jalakrishma—Scindia	Bo7/8 NY7/9 N07/21

SINGAPORE

5/10 Mandeville—BarbFn	G16/13
5/15 Silverstream—Hoegh	Bo7/2 NY7/4 Pa7/7 Ba7/8 N7/9 Ga7/14 Ho7/16 N07/18
5/16 Grant—AmPres	LA6/10 NY6/26 Pa7/1 Ba7/2 Bo7/5 HR7/10
5/17 Fernhill—BarbFn	NY6/26 Bo6/30 Ba7/3 G17/8
5/20 Hoegh Cape—JavPac	LA6/11 SF6/17 Po6/23 Se6/28 Va7/4
5/22 Anna Maersk—Maersk	NY7/5
5/25 Monroe—AmPres	NY7/10 Bo7/14 Pa7/17 HR7/18 SF8/6
6/2 Glenville—BarbFn	NY7/13 Bo7/17 Ba7/20 G17/25
6/2 Bengalen—JavPac	LA7/6 SF7/12 Po7/19 Se7/22 Va7/25
6/4 Velma Lykes—Lykes	N07/8 Ho7/14
6/5 McKinley—AmPres	LA6/27 NY7/13 Pa7/17 Ba7/18 Bo7/21 HR7/26
6/9 Hayes—AmPres	NY7/22 Bo7/27 Pa7/29 Ba7/30 HR7/31 LA8/15 SF8/18
6/12 Hulda Maersk—Maersk	NY7/24
6/15 Drake—Hoegh	Bo8/2 NY8/4 Pa8/7 Ba8/8 N8/9 Ga8/14 Ho8/16 N08/18
6/15 Jefferson—AmPres	LA7/10 NY7/26 Pa7/31 Ba8/1 Bo8/4 HR8/9

HONG KONG

5/14 Magsaysay—UnPiLine	NY6/20 Pa6/23 Ba6/24
5/14 Yamataka Maru—Yamashita	NY6/17 Pa6/22 Ba6/23 N16/26
5/16 Tagaytay—BarbWn	LA6/8 NY6/22
5/16 Wilson—AmPres	SF6/3 LA6/8
5/16 Pioneer—Mill—US Line	NY6/19 Ba6/23 N16/25 Pa6/27 Bo6/30
5/18 Maren Maersk—Maersk	LA6/12 NY6/27
5/18 Montana Maru—KLine	SF6/12 NY6/25
5/25 Pioneer Moor—US Line	NY6/30 Ba7/4 N7/7 Pa7/9
5/25 Grant—AmPres	LA6/10 NY6/26 Pa7/1 Ba7/2 Bo7/5 HR7/10
5/26 Tarantel—BarbWn	LA6/19 NY7/3
5/26 Hoover—AmPres	SF6/12
5/30 Kunikawa Maru—KLine	SF6/20 NY7/6 M17/15
5/31 Osmena—UnPiLine	NY7/7 Pa7/12 Ba7/14
6/2 Pioneer Mist—USLine	NY7/9 Ba7/13 N7/15 Pa7/17 Bo7/20
6/3 Rita Maersk—Maersk	SF6/25 NY7/12
6/4 Cleveland—AmPres	SF6/22 LA6/29
6/8 Korean Bear—PacFar	SW6/25 LA7/1
6/12 Garcia—UnPiLine	NY7/19 Pa7/22 Ba7/24
6/14 Yamawaka Maru—Yamashita	NY7/18 Pa7/23 Ba7/24 N17/26

INDIA

Calcutta

5/10 Exchange—AmExp	Bo6/13 NY6/15 Pa6/18 HR6/20 Sa6/23 Chsn6/24 Ba6/28
5/21 Excelsior—AmExp	Bo7/1 NY7/3 Pa7/6 HR7/8 Sa7/11 Chsn7/12 Ba7/16
6/8 Roebiah—JavPac	LA7/12 SF7/18 Po7/24 Se7/30 Va8/5

Cochin

5/12 Bengalen—JavPac	LA7/5 SF7/12 Po7/18 Se7/21 Va7/25
5/14 Adams—AmPres	NY6/18 Bo6/23 Pa6/25 Ba6/26 HR6/28 LA7/13 SF7/16
5/18 Jalakirti—Scindia	Bo6/10 NY6/11 N06/23
5/18 Exchange—AmExp	Bo6/13 NY6/15 Pa6/18 HR6/20 Sa6/23 Chsn6/24 Ba6/28
5/23 Steel Admiral—Isthmian	Bo6/15 NY6/16
5/28 Laura Maersk—Maersk	Bo7/1 NY7/3 Pa7/6 HR7/8 Sa7/11 Chsn7/12 Ba7/16
6/2 Excelsior—AmExp	NY7/10 Bo7/14 Pa7/17 HR7/18 SF8/6
6/2 Monroe—AmPres	NY7/4 Pa7/7 Ba7/8 N7/9 Ga7/14 Ho7/16 N07/18
6/3 Silverstream—Hoegh	NY7/5
6/9 Anna Maersk—Maersk	NY7/5

Djakarta

5/17 Glenville—BarbFn	NY7/13 Bo7/17 Ba7/20 G17/25
5/24 Velma Lykes—Lykes	N07/8 Ho7/14
5/30 Fernbrook—BarbFn	NY7/27 Bo7/31 Ba8/3 G18/8
6/2 Hulda Maersk—Maersk	NY7/24
6/8 Drake—Hoegh	NY8/4 Pa8/7 Ba8/8 N8/9 Ga8/14 Ho8/16 N08/18
6/12 Luna Maersk—Maersk	NY8/4

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Regional Trade Notes

New York Notes

■ ■ Farr, Whitlock and Company moved last month from their old quarters located at 120 Wall Street to new offices at 80 Pine. Reasons for the move were given as the need for increased space to accommodate their coffee operations.

■ ■ The Tea Council of the United States, Inc., has advised of the appointment of Helen F. McTeigue as director of the Tea Center. Mrs. McTeigue joined the Tea Bureau in 1949 as secretary to the director of research and later became his assistant. Prior to joining the Bureau she had been associated with Mathieson Chemical Corporation.

In an additional appointment, S.C.A. Nanayakkara has been named a director and second vice chairman of the Tea Council. Mr. Nanayakkara, commercial secretary of the Embassy of Ceylon, succeeds Glanville S. Peiris as the Ceylonese director on the board. He has been in the United States for one year, after service in the Ministry of Commerce in Ceylon.

■ ■ Efrem Zimbalist, Jr., star of "77 Sunset Strip" on television will act as host for the Lipton-sponsored TV Guide Awards Show over NBC-TV on Tuesday, June 13 from 10 to 11 P.M. The program will cite the eight most popular performers and programs on television during 1960, as decided by popular ballot.

Co-starring on the 45-minute entertainment portion of the show will be Nanette Fabray, and Jackie Cooper, both of whom are among television's most popular performers.

■ ■ An official tribute from the City of Philadelphia, and the observance of a special "Automatic Merchandising Week" has launched in the greater Philadelphia area a six-month long celebration of the 75th anniversary of the vending industry in America.

The City Council in announcing the celebration in convention assembled issued a tribute to honor the industry, and presented same to Martin M. Berger,

chairman for the local observance and president on the Cigaromat Corporation of America.

Mr. Berger noted, "Vending has been an important method of retailing since 1886, and the anniversary celebration has special significance to Philadelphians. It was here that coffee vending had its beginnings in 1946. Two young men, Lloyd K. Rudd and K. Cyrus Melikian invented and marketed the first coffee vending machine at that time. Prior to that date, not one cup of coffee was served through vending machines. Last year, however, over 2-million cups of coffee were dispensed in this country at a value of about \$175,000,000.

■ ■ William T. Moore, President of Moore-McCormack Lines, Inc., has announced the following promotion.

Joseph A. Medernach, formerly an assistant vice president for the shipping company becomes vice president.

Medernach has been associated with the company since 1930, and has spent many years in South America in its interests. He is in charge of the line's Trade Development Bureau, Advertising and Public Relations.

■ ■ Maxwell House division of General Foods Corporation has named Clark V. Kizzia as manager of the sales development department. Succeeding him as southern regional sales manager is C. V. Hutchinson, Chicago district sales



"Crop looks good, Boss. I'm at a native plantation upriver."

manager for Maxwell House for the past five years.

Kizzia, whose headquarters will be in Hoboken, N. J., has been with Maxwell House for 37 years. Starting as a retail salesman, he advanced through sales, sales training, and sales management posts in both the retail and institutional food field.

■ ■ H. Bach Nielsen has been appointed assistant to the general manager of Nichols Engineering and Research Corporation. In his new capacity Nielsen will have over-all supervision of Nichols' sales. Nielsen had previously been manager of Nichols Nerco-Niro Spray Dryer division.

■ ■ Cecilware-Commodore Products Corporation of Long Island City has named Jerry Scharfman as their specialist for overall company publicity and public relations.

■ ■ New York Shipping Notes: **Viking Lines** has appointed Thor Eckert and Co. as their general sales agents in the United States. The line will continue to operate independent cargo liner service to the Caribbean and Venezuelan ports. **Amerind Shipping Corporation** has established offices in Baltimore at 300 Water Street, and in Philadelphia, in the Public Ledger Building.

Obituaries

■ ■ W. Clarke Swanson, president of The Butter-Nut Foods Co., in Palm Springs, California, in mid-April.

■ ■ Ernest G. Deutsch, 60, president of Sol Cafe Manufacturing Co., New York. Deutsch was one of the pioneers in the instant coffee industry, and retained an active participation in his company originally organized as the Great Star Coffee Company of New York.

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San Francisco Notes

■ ■ Carnation Company is currently test marketing a totally new kind of product called Instant Coffee-Mate. Test markets are the Buffalo, Nashville and Spokane areas. Primarily designed for use in creaming coffee, Coffee-Mate mixes instantly and completely and has a delicious fresh taste and aroma. Test marketing support includes heavy local newspaper and spot TV advertising campaigns.

■ ■ S & W Fine Foods have introduced a new corporate character to promote S&W coffee in a series of Sunday magazine section advertisements. The personality, "Mr. M," according to S&W advertising manager,

Joe Botherton, appears in the insertions as "a specialist in coffee roasting, blending and brewing." Signed to carry weekly full-pages are the major newspapers in Los Angeles, San Francisco, Seattle, Oakland, Portland and Sacramento.

■ ■ J. A. Folger, Falstaff Brewing Corp. and American Tobacco Co. have renewed their sponsorship of the San Francisco Giants 1961 broadcast schedule, it was announced by Bill Show, vice-president and general manager of station KSFO. Each firm will sponsor one-third of the games, all of which, both at home and away, will be aired by KSFO and the Golden West Network. The sportscasters continue to be Russ Hodges and Lon Simmons.

■ ■ First departure in the packing of ground coffee in one-pound cans in the U. S. in many years is Alta Coffee, a product of the Alexander Balart Company, San Francisco. The coffee is packed in a reusable jar with a wide-mouth opening for easy removal. The jar is made by Owens Illinois Glass Company.

■ ■ Stanley Gleason of Butternut Foods, Omaha, Nebraska spent some time at their Los Angeles plant in late April and early May. While on the Coast, Stan attended the PCCA Pebble Beach convention.

■ ■ E. A. Johnson, Jr., E. A. Johnson & Co., called on the coffee trade in Los Angeles in late April.

■ ■ Covering the Latin American coffee countries for their respective firms in April and May were Beck Rowe of E. A. Johnson & Co. and Bill Hughes of Haas Bros.

■ ■ The Western Tea States Association was well represented for their April luncheon meeting at Englears restaurant. George Witt, Atlantic Tea Packing, reported that the Pacific Tea Packing operation in San Francisco will be moved to Chicago and that Larry Meyer, present San Francisco manager, will assume new duties in Philadelphia.

■ ■ Marin County's Meadow Club was the setting for the San Francisco

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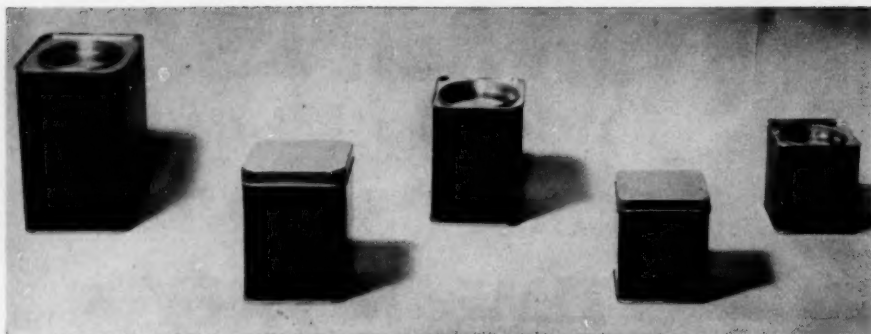
1601 St. Clair Avenue • Cleveland 14, Ohio

Coffee Club's "pre-convention" golf warm-up on April 21st. Despite a sudden spring rain storm a fair number of golfers braved the elements to finish their 18 holes. Bob Quinlan and John Roddy tied with 84's for low gross honors. Blind bogey winners were Neil Hopping, Ed Pattinson and Tom Duff. Guest prize for low gross went to Bob Brockhage, son of the esteemed co-chairman, Harvey Brockhage of E. A. Johnson Co. Guest blind bogey went to Arne Fenger of Moore-McCormack Lines. Co-chairman for the affair with Harvey was Henry Torres of J. A. Folger Co., assisted by John Crome, Otis McAllister and John Walsh, Anderson Clayton.

■ ■ Tea exporter Mr. L. Grant of Ceylon, representing Whittall, Boustead Ltd., London, England, visited the B. C. Ireland office during April. Mr. Grant was enroute to London.

■ ■ A late bed check in Marin General Hospital finds Bob England of Hills Bros. with a broken knee cap and Chuck Cecil of California Commodities with a recurrence of an old ailment. Friends of Ed Spillane, G. S. Haley, will be happy to know that Ed is progressing satisfactorily.

■ ■ Mr. Leon Israel, Jr., Leon Israel & Bros., Inc., New York was a visitor to the San Francisco office in May.



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New Orleans Notes

■ ■ Coffee was the on bright spot in the import picture for the Port of New Orleans for the first quarter of 1961. Despite a 45 per cent drop in import tonnage, imports of coffee were up five per cent over the same period last year, although both ship arrivals and custom duties were down. Dock Board president Robert E. Elliott said export tonnage for the period rose 10 per cent but total general cargo lagged 14 per cent.

■ ■ American hemisphere trade problems were the principal topics of the sessions of the 16th annual Mississippi Valley World Trade Conference held May 4 and 5. Presiding over one session was James J. Meyers, president of the New Orleans Board of Trade and the Oulliber Coffee Company. A panel discussion of the Central American Common Market, which is considered a positive approach to increased trade and easing of tensions between Latin nations, was moderated by Dr. Manuel Noriega Morales, chief of the department of technical assistance of the Inter-American Development Bank. Robert H. Smith, vice-president of Standard Fruit Company and Dr. Enrique Delgado of the Light and Power company of Nicaragua were panelists. Local steamship companies hosted a reception for visiting delegates at the Royal Orleans Hotel.

■ ■ The latest addition to the Delta Line, the \$10 million Del Sol, sailed on her maiden voyage on May 3 under the command of Captain Donald J. DeMetz. DeMetz, only 34 years old,

■ ■ An International House trade and travel mission recently toured the Orient under the leadership of Maurice F. Barr, president of IH. Among their prominent citizens in the group

were Captain Thomas L. Lewis of the port of New Orleans, Harold Scherer, chairman of the executive committee of New Orleans Board of Trade, Robert Zetzmann representing International Trade Mart and William O. Turner, of the Chamber of Commerce. An unofficial spokesman for the group commented that there is a possibility the trip will up tea imports via this port.

■ ■ Lowry W. Snow, well known in local coffee circles, has joined the William B. Reily Company as a regional sales manager and has moved to Hattiesburg, Miss.

■ ■ Frank G. Strachan, president of Strachan Shipping Company, and Mrs. Strachan departed recently on an extensive trip around the world.

■ ■ A visitor to the local offices of Volkart Brothers recently was Shigeru Higashimaki of the firm's branch in Tokyo.

■ ■ New Orleans Green Coffee Association members and their families enjoyed their annual spring outing in City Park on May 13.

Chicago Doings

■ ■ Institutional coffee business moves into the second quarter of the year at about the same position it was at this time in 1960.

Over-all effects of the business decline, which some authorities believe is beginning to rise back to "normal," is still having its effect on the coffee business.

Roasters have been plugging at new institutional accounts with some success, so while the slump-off continues to show up in over-due payments by some accounts, the new business recruited offsets the decline.

■ ■ In the retail field, the lull in the coffee wars continues into its fourth month.

With a very few exceptions, most independent and chain supermarkets are content to follow almost "traditional" coffee merchandising.

Spot "hot shot" deals reflect the fact that there is still a strong undercurrent of price merchandising, but the total retail coffee picture here seemingly reflects retailers' reluctance to kick off the price cutting campaigns of last fall.

■ ■ The magic "99 cents for two pounds" price tag has re-appeared at Pick-n-Save supermarkets, the nine unit independent chain which has merchandised at the price level heavily in the past.

Under the advertising headline "Jewel Coffee Prices Stay Down," the mid-western Jewel Tea Co. supermarket highlighted five coffee specials in one of its weekly metropolitan newspaper food ads.

Jewel's private label Royal Jewel coffee was being offered in the one pound size for 59 cents.

Four other national brands, all in one pounds, were included in the ad. They were: Hills Bros., 69 cents; Maxwell House, 69 cents; Manor House, 69 cents, and Sanka, 75 cents.

A & P ran a "hot special" on the three pound bag of its private label Eight O'Clock bean coffee, under the familiar logo of showing an old fashioned coffee grinding mill and the slogan, "Coffee Mill Flavor—fresh-ground flavor you can't get in a can!"

The A & P coffee was price marked at \$1.49 for the three pounder, a savings of 22 cents, according to the food chains' ad.

Red Owl promoted Folger's coffee in the two pound tin at \$1.07. The chain reserved the right to limit quantities of the promotional offer.

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AGENTS

110 Board of Trade Building, New Orleans, La.

■ ■ Supermarket business continues to show varying returns around the nation during the first quarter of the year.

The Kroger Co., the country's third largest food chain, wound up the first dozen weeks of this year with declines in sales and earnings.

The chain had earnings of \$3,474,560, a decrease of \$1,716,656 from year ago figures of \$5,191,216.

Sales decreased to \$413,040,868, a slump of \$11,899,071 from sales results of the comparable period of 1960.

Kroger president Joseph B. Hall said the drop occurred because most Kroger stores are in industrialized areas where the impact of the economic recession has been the heaviest.

National Tea Co., fifth ranked food chain, had a more profitable first quarter than it did a year ago.

The company had a 19 percent profit increase. Net income rose to \$1,678,179 as compared with \$1,412,729.

Sales rose to a new peak of \$197,952,587 as compared with \$192,376,056 in 1960.

National Tea's newly elected president Norman A. Stepelton commented, "I hope that this good news from a leading company in the retail food industry will encourage consumers and the general public to look confidently on the nation's economy."

At the close of the quarter, National Tea had 903 stores in operation as compared with 905 a year ago.

■ ■ Interstate Vending Company has made its second block of acquisitions in the past five months.

The Chicago headquartered firm has acquired cigarette vending machine companies in Los Angeles, Cal. and Akron, O., plus an industrial vending company in San Francisco, Cal., and a commissary firm in Phoenix, Ariz.

The four acquired companies have total annual sales of more than \$5 million.

With these acquisitions, Interstate's current annual rate of sales will be in excess of \$40 million, according to Interstate president Ronald Wolff.

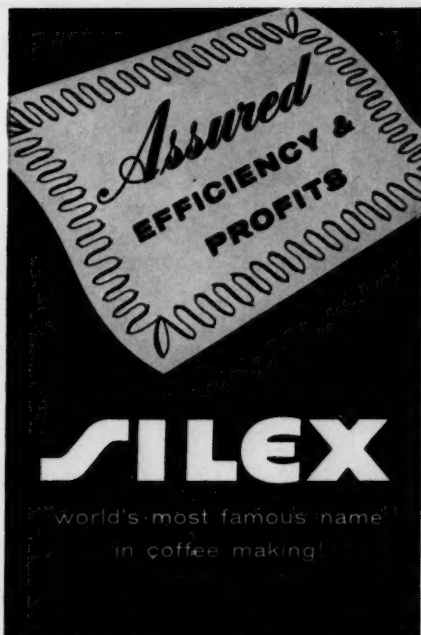
The acquisition of the cigarette vending companies is Interstate's first venture into the commercial cigarette field.

While the company has provided cigarette vending machines in industrial plants, it has not until now operated units in public locations such as restaurants, transportation terminals and retail stores.

"We believe the new commercial cigarette vending operations will have a steady effect on our annual vending sales, because this is a relatively stable field not subject to employment fluctuations as in industrial vending services," Mr. Wolff commented.

The acquired firms are: California Cigarette Concessions, Inc., Los Angeles; Amster-Kirtz and National Cigarette Service, Akron, O.; Coffee Service of California, San Francisco, and Dacris Commissary, Phoenix.

■ ■ In its first quarter report to shareholders since becoming a publicly held firm last November, Interstate reported



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pro-forma net earnings of \$494,125 for the six months ended December 25, 1960. Sales and other operating revenue for the period totaled \$14,055,792.

For the year ended June 26, 1960, the firm had net earnings of \$886,039 on sales of \$24,145,471.

Interstate president Ronald Wolff said that the company will continue its acquisition program "to bring to Interstate dynamic companies headed by men who will take leading roles in the continued growth of our national organization."

"Vending is a marriage of service and technology," he added. "While Interstate has the greatest respect for vending machine manufacturers, many of whose products we use, the company will con-

tinue to produce much of its own equipment.

"For this reason we are continuing our intensive research and development program," he noted.

As part of its growth program, Interstate on Dec. 1, 1960 acquired the Food-Crafts and the Vendaway Companies, Hartford, Conn., industrial food service and vending firms.

On Dec. 12, Davend Automatic Cafeterias, a Chicago vending company was acquired.

Interstate expanded into the overseas market on March 8 with an agreement with Associated Automation Ltd. to manufacture and operate tea vending machines in England.

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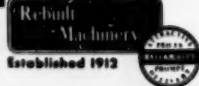
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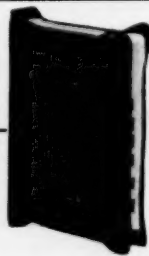
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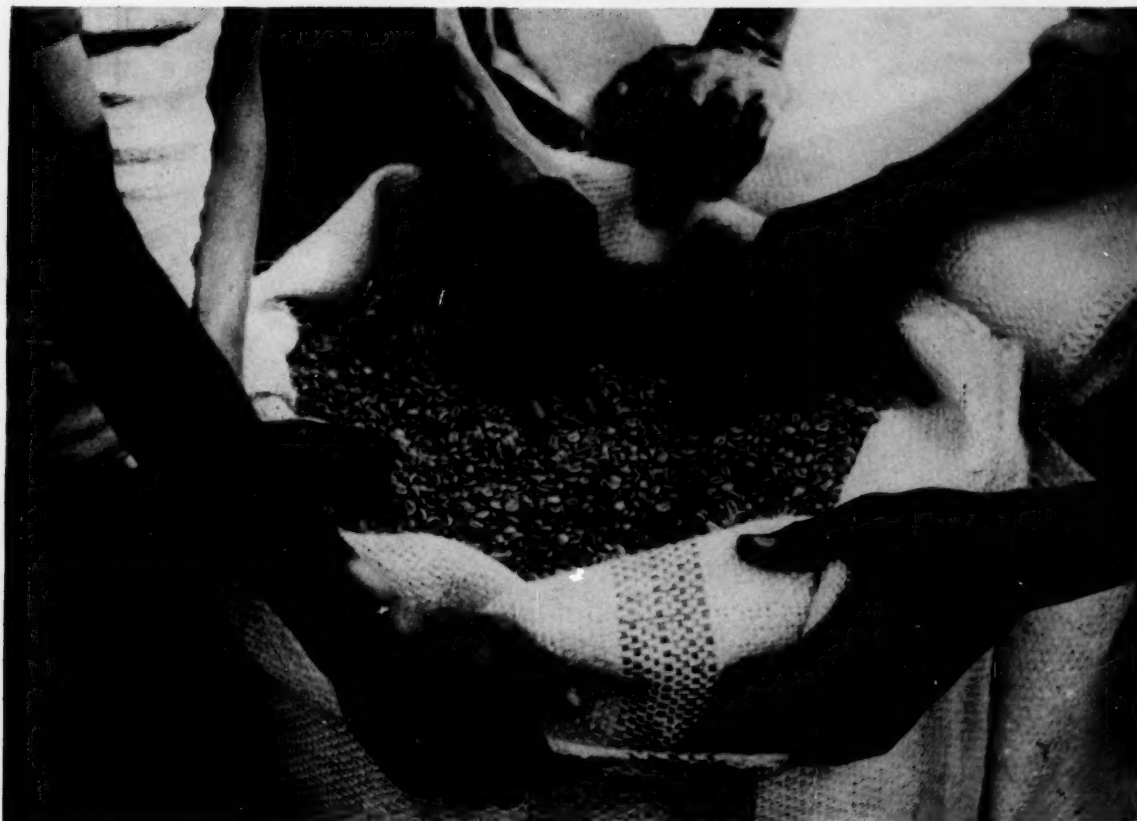
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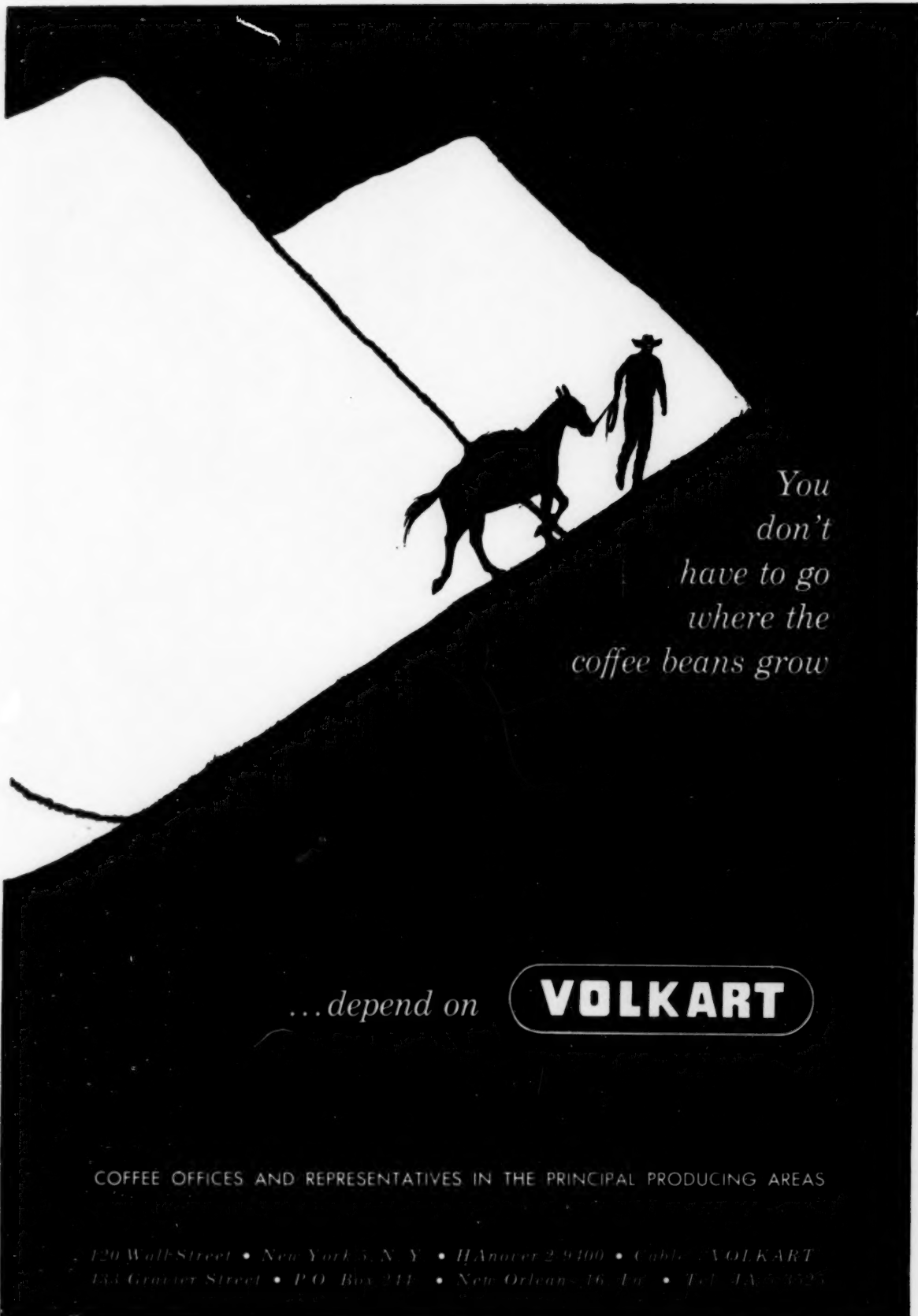
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